

Telesales Success Story :

The Banglalink Way



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BUS 400 – Internship



Submitted to

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1.Introduction

Banglalink is the second largest cellular service provider in Bangladesh. When Banglalink entered the Bangladesh telecom industry in 10th February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments. Within one year of operation, Banglalink became the fastest growing mobile operator of the country with a growth rate of 257%. This milestone was achieved with innovative and attractive products and services targeting the different market segments; aggressive improvement of network quality and dedicated customer care and effective communication that emotionally connected customers with Banglalink. As of June 2013, Banglalink has a subscriber base of 26 million. Consequently, there is an emergence of studying the related facets of the Telesales to retain and increase its market share. In such competitive telecom sector the Telesales department of Banglalink have already acquired more than 150, 000 competition customers leading to an increase in customer base. Hence, in the current study, the research intends to examine the activities of the Telesales department and the behavior of customers towards telemarketing in case of purchasing Banglalink SIM from Telesales.



1.1 Objective of the study

General Objective

The general objective of the study is to fulfill the partial requirement of the Graduation under the Bachelor of Business Administration program of BRAC University as per university policy.

Specific Objective

To be more specific, this study entails the Telesales prospect of Banglalink to evaluate how they approach to their subscribers

- To identify how they demonstrate to their subscribers.
- To evaluate how they negotiate with the customer & commit a perfect sale over telephone.
- To analyze how they provide customer service after sale.

1.2 Scope of the study

Defining the scope of the study is a broad aspect to be described. Still the telesales Department helped me to prepare the report. On the other hand due to some confidential resolutions there were difficulties to find out some information as well.



1.3Data Collection

To bring out the study two types of data have been used-

- Primary Data
- Secondary Data

Details are as follows-

Primary Data: To collect all these data, I had to focus on my interactions with all the sales people who could give the actual information that was required to prepare an authentic report.

Secondary Data: Referring to the secondary sources I mainly used the web site of Banglalink and also other organizational documents that I could manage to study on the purpose of preparing the report.

1.4Limitation of the study

Preparing such intense report, requires huge amount of information. While preparing this report, many limitation and hindrance have been faced to going on further. Still I managed to bring up the best within my access limit. The limitations those I confronted mostly are-

The major hindrance that I faced was, Banglalink Telesales Department was unwilling to share or disclose some information which was really required to prepare the report due to confidential issues.

While conducting the study was to communicate with the selected corporate clients because they were very busy with their regular jobs.



As, I had more dependence on the primary sources, so there might be some levels of inaccuracy with those collected information. Confidential information regarding past marketing and sales information was not accurately obtained.



2. Organizational Overview & Details

Banglalink GSM Ltd. provides mobile telephony services in Bangladesh. It offers prepaid and post-paid mobile connection services. The company also provides various value-added services, such as call forwarding/divert, call waiting/call holding, call barring, caller line identification presentation, voice mail, short messaging, ring tone and logo downloads, conference call, picture messages, and instant recharge. The company was founded in 1998 and is based in Dhaka, Bangladesh. Banglalink is the second largest cellular service provider in Bangladesh after Grameenphone. As of November, 2009, Banglalink had a subscriber base of 12.99 million. It is a wholly owned subsidiary of Orascom Telecom.

Banglalink had 1.03 million connections until December, 2005. The number of Banglalink users increased by 257 per cent and stood at 3.64 million at the end of 2006, making it the fastest growing operator in the world of that year. In August, 2006, Banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections. At the end of December, 2011, Banglalink got past the landmark of 23.753 million subscriber base.

Orascom Telecom : The First Owner of Banglalink

ORASCOM TELECOM is one of the most dynamic telecommunications powerhouses in the world. Orascom is based in Egypt and has operations in 11 countries worldwide. Established in 1998, it is today the largest capitalized company on the Cairo & Alexandria Stock Exchanges with over 11 million subscribers worldwide. It has grown to be one of the largest and most diversified GSM network operator in the Middle East, Africa and Asia.



September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). It was acquired for US\$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold. Afterward it was re-branded and launched its services under the “Banglalink” brand on February 10, 2005. Banglalink’s license is a nationwide 15-year GSM license and will expire in November, 2011.

In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name.

Banglalink—making a difference.

Banglalink was previously known as Sheba Telecom which began operation in 1998. It was a joint venture between a Malaysian Conglomerate, Technology Resources Industries Berhad and a local firm named Integrated Services Ltd. (ISL). In 2005 Orascom Telecom Holding (OTH) acquired Sheba Telecom and gave a new trading name ‘Banglalink’.

When Banglalink entered the Bangladesh telecom industry in 10 February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable



communication tool for people across all segments. Within one year of operation, Banglalink became the fastest growing mobile operator of the country with a growth rate of 257%. This milestone was achieved with innovative and attractive products and services targeting the different market segments; aggressive improvement of network quality and dedicated customer care and effective communication that emotionally connected customers with Banglalink. At present it is holding the 2nd position in the cell- phone industry with respect to market share.

Achievements

Having started out a mere 7 years ago in March of 1998 [a shorter history than Grameen Phone, but greater achievement], Orascom Telecom has many achievements under its belt. Through the addition of valuable services to their operations, they have many managed to expand their subscriber base to around 15 million in a very short span of time.

Operations in Bangladesh (Offices)

Headquarter

Tigers' Den,

House # SW (H) 04,

Bir Uttam Mir Shawkat Sharak,

Gulshan-1, Dhaka-1212,





Sub office 1 Headquarter: Tigers' Den

Telesales and Campaign Department.

Land view building

3rd floor & 4th floor

Gulshan- 2

Sub Office 2

Customer Data Collection

Siam Tower, Jashim Uddeen Road

Uttara.

2.4.1 Hours of Operations:

Customer Care Center:

9:00am – 9:00pm

3:00pm – 9:00pm (Fridays)

9:00am – 6:00 (Saturdays) (Except Government Holidays)

System Support Unit:

9:00am – 10:00pm

(Except Fridays & Government Holidays)

Care Line:

24 hrs / 7days a week.



Credit Management Unit:

9:00am – 10:00pm

(Except Fridays & Government Holidays)

Franchise Support Unit:

9:00am – 8pm

Telemarketing Unit (telesales department)

9:00am – 6:00pm (Except Fridays & Government Holidays)

2.4.2 Banglalink sales & care centers:

Location	Contact Number	Working Hour
1. Dhaka CCC (LG- Gulshan) Rangs Arcade Ground Floor, South Side 153/A, Gulshan North Avenue Gulshan Circle - 2	Telephone: +(88)02 8821256, 8811976, 8812037 Fax: 02-9862607	9 a.m. - 9 p.m. Sunday -Thursday
2. Dhaka CCC (Motijheel) Humayun Court Ground Floor 21 Motijheel C/A Dhaka - 1000	Fax: 02-9563638	9 a.m. - 6 p.m. Saturday 6 days a week (Except Fridays and Government Holidays)
Chittagong CCC Afgan Centre, 5 M Ali Road Lal Khan Bazaar, Chittagong-4000	Telephone: +(88)031- 626281 Fax: +(88)031- 638864	



Sylhet CCC Banglalink Sales & Care Center Fayzu Mansion, 1st Floor 1213, East Darga gate Sylhet	Telephone: 02- 830445, 2830446 Fax: 0821-812090	
Rajshahi CCC House # 35, Sector# 2 Uposhahar, Rajshahi Housing Estate, Rajshahi	Telephone: Sales 0721-861320 Customer Care 0721- 861321 Fax: 0721-861322	
Khulna CCC 69, K.D.A. Avenue Khulna		

Banglalink point

Banglalink points are aimed at providing a complete mobile solution, connections, handsets, accessories and provide selected customer services like SIM replacement, reconnection, bill payment etc. They are strategically located at key points around the country. Kallol Group a local distribution company had partnered with Banglalink to operate at least forty Banglalink points throughout the country. As of March, 2008, the deal with Kallol Group has been called off and Banglalink is focusing on managing its own customer care centers





3.Banglalink (Vision Mission Goal, Shared Values ,Objective & Slogan)

Vision

"Banglalink understands people's needs best and will create and deliver appropriate communication services to improve people's life and make it easier"

Mission

‘To deliver innovative, customer focused products and to be the benchmark for customer service excellence

Their mission is, therefore, to reduce the total cost of ownership of buying and using a mobile phone. Moreover, to achieve this vision, the company has established some values that it tries to instill in its employees. They want their employees, and the company as a result, to be straight forward, reliable, innovative and, above all, passionate.

Goal

Banglalink’s goal is to bring mobile telecommunication freedom at lower cost. Banglalink wants to make mobile affordable for customer.

Shared Value

To ensure their vision is achieved, they have set themselves a few values, they want to be:

Straight Forward

Reliable

Innovative

Passionate

Objectives

The main objective of Banglalink is to serve or provide better network & coverage to his valuable subscribers & improve their communication level.

Core departmental objectives to achieve “Banglalink Vision”:

Provides effective and accurate front line and back office customer care and support to provide a high quality service.

Researching and resolving customer-highlighted issues and problems.

Retain valuable customers for the company as well as generate revenue and increase company's profitability.

Maintain a management culture of high performance and strong accountability.

Treat customers with courtesy, respect and consideration at all times.

Slogan

“Making a difference”





4. Numbering scheme

Banglalink uses the following numbering scheme:

+880 19 $N_1N_2N_3N_4N_5N_6N_7N_8$

Where, 880 is the ISD code for Bangladesh and is needed only in case of dialing from outside Bangladesh.

19 is the access code for Banglalink as allocated by the Government of Bangladesh. Omitting +880 will require using 0 in place of it instead to represent local call, hence 019 is the general access code.

$N_1N_2N_3N_4N_5N_6N_7N_8$ is the subscriber number.



5.Current Ownership &Ownership Overview by Year

1989

Banglalink was previously known as Sheba Telecom. Sheba Telecom (PVT Ltd) was a Bangladesh-Malaysia joint venture company, between a local firm named Integrated Services Ltd. (ISL) and a Malaysian Conglomerate named Technology Resources Industries (TRI). Sheba Telecom (PVT Ltd) was granted license in 1989 to operate in the rural areas of 199 upazilas and later they were also allowed to extend to cellular mobile radio-telephone services.

1996

Later it obtained GSM license in 1996 to extend its business to cellular mobile, radio telephone services. It launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture.

2004

In July, 2004, it was reported that Egypt based Orascom Telecom is set to purchase the Malaysian stakes in Sheba Telecom through a hush-hush deal, as Sheba had failed to tap the business potentials in Bangladesh mainly due to a continual dispute between its Malaysian and Bangladeshi partners. In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). It was acquired for US\$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold.

2005

Afterward it was re-branded and launched its services under the “Banglalink” brand on February 10, 2005.

2006



In August, 2006, Banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections.

2008

In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name. In August, 2008, Banglalink has a subscriber base of more than 10 million.

2010

Banglalink had 1.03 million connections until December, 2010. The number of Banglalink users increased by more than 253 per cent and stood at 3.64 million at the end of 2010, making it the fastest growing operator in the world of that year.

2012

In April 2012, Banglalink has a subscriber base of 25 million. And Orascom Telecom sold the shares of

2013

According to BTRC, Banglalink has total 2 core 58 lac 48 thousands subscribers till the February of 2013. And till May 2013, Banglalink has gain 2 core 65 lac 74 thousands subscribers.



Banglalink's New Owner Vimpelcom : From Orascom Telecom to Banglalink Digital Communications Limited



-Norwegian-Russian telecoms firm Vimpelcom acquired a majority stake in Banglalink's owning company Orascom Telecom, in a deal that created the world's fifth largest mobile operator in late 2012.

Vimpelcom on signed a multi-billion dollar deal with Egyptian billionaire Naguib Sawiris' holding firm Weather Investments.

At the closing of the transaction, Vimpelcom owned, through Weather, 51.7 percent of Orascom Telecom Holding and 100 percent of Wind Italy, Vimpelcom said in a statement.

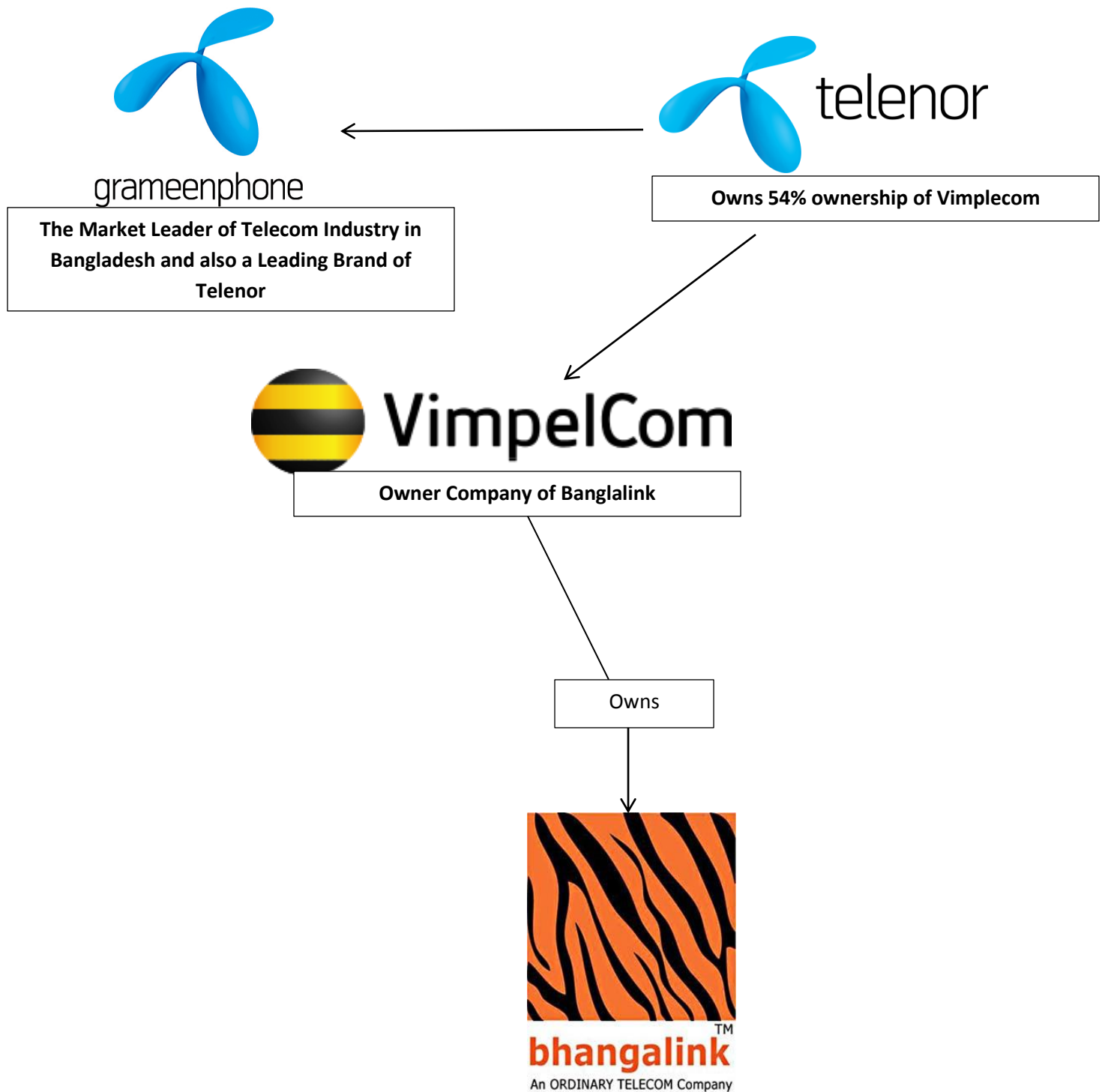
The cash and shares transaction also includes a \$1.8 billion payment in cash.

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-However , Vimpelcom is a joint venture of Norwegian telecoms firm Telenor and Russian banking group Alfa Group.

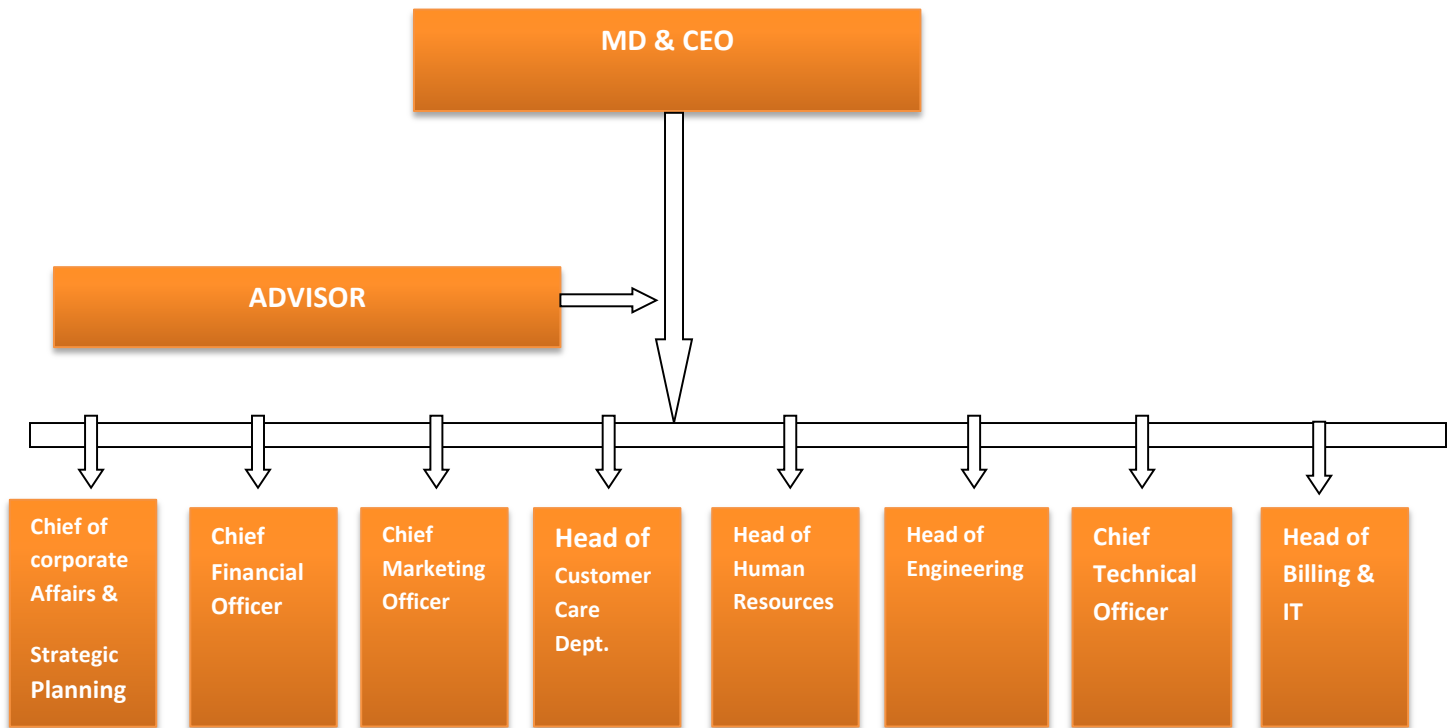


Chart 1: The Ownership Chain of Vimplecom in Bangladesh



6. Functional Departments in Banglalink

Chart 2 :Organogram of Banglalink



Functional Departments of Banglalink

Banglalink comprises of seven major departments. Those are as follows:-

- Sales
- Marketing
- Human Resources
- Customer care
- T & billing
- Administration
- Finance



Each department at Banglalink operates in different aspects but they are inter-related and complement each other. The main functions of these departments are shown below:-

Sales

One of the most important links in the chain, the sales department is responsible for all the sales activities of the organization. The department, led by Mr. Hassan Samy, Director Sales, is divided into four divisions: Direct Sales, Corporate Sales, Distribution Sales and Sales Support.

Marketing

The Marketing team also consists of several teams, which includes PR & Communications, VAS, Loyalty & Retention and International Roaming. The teams all report to Omer Rashid, the Marketing Director.

The Loyalty & Retention team is responsible for the designing of the special offers launched from time to time in an attempt either to increase customer base or to increase ARPU. The VAS division is responsible for the continuously adding valuable services to provide a complete solution to existing customers, for example, for making conference calling & ring tone/logo downloads possible. These two teams together are in charge of making the customers experience with our network more satisfying.

PR & Communication is responsible for designing and developing all promotional materials for the marketing of any new product/package and any other activities. They coordinate and work directly with the advertising agency and other vendors. While other companies have an entire department for promotions and branding, at Banglalink™ this division, consisting of only a handful of people is responsible for this task.

Although Banglalink™ does not have any International Roaming facility now, this team is working on developing the service soon for post-paid subscribers.



Human Resources

Aside from recruiting and training employees, the HR department is also responsible for disseminating internal communication to all users and in the process of developing compensation packages for its employees, such as medical insurance under the group plan, life insurance and running several activities such as the Vaccination Program for all.

Training activities are continuously taking place to develop and hone the skills & knowledge of the personnel, such as the English Language & MS Project Courses for selected employees and conducting a GSM Orientation session for all employees, especially the Sales, Marketing & Customer Care Departments who have to deal with customers.

Customer Care

Rumana Reza, the only female director in the organization, is the head of the Customer Care department. This too is segmented, consisting of the Customer Care division itself, and then there is Care Line, Credit Management Unit and the Support Services Unit. They are responsible for handling customer queries and providing solutions to any problems faced by the subscribers.

While the above departments are all located in the headquarters in Gulshan 2, the Customer Care people are divided between the head office and the Call Center (Star Tower) between Gulshan-1 and Gulshan-2.

IT & Billing

The IT & Billing department, as is evident from the name, is in charge of all the hardware, software and program requirement of the other departments. They also generate the bills for the company subscribers (post-paid).



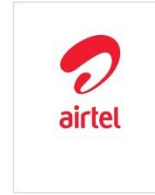
Administration

Apart from the Administration division, the department also consists of the Legal division and the Project Management Office.

Finance

The finance department is the largest department at the head office with an entire floor devoted to their needs. They consist of the Procurement & Cash Management divisions among many others.

7. Telecom Industry : Current Situation & Analysis



Telecommunication Industry Scenario The telecommunication sector being one of the largest infrastructure providers of the economy experienced milestone growth where the tele-density reached at 24% with 35.55 million (mn) people having access to telecommunication facility. The framework for telecommunications sector development in Bangladesh was established in 2001 under the Bangladesh Telecommunication Act, 2001. In 2002, the Bangladesh Telecommunication Regulatory Commission (“BTRC”) was established under the aegis of this Act as an independent regulatory body. Since then, Bangladesh has experienced among the highest subscriber growth rates in the world. According to BTRC, the total number of mobile subscribers in Bangladesh increased from 9.3 mn as of December 31, 2005 to 43.7 mn as of June 30, 2008, representing a Compound Annual Growth Rate (“CAGR”) of approximately 85.9%. However, penetration of telecommunications remains relatively low, with a mobile penetration rate of approximately 31.1% as of June 30, 2008.

Private sector participation in the Bangladesh telecommunications industry began in 1990 with PBTL being the first operator to be offered a cellular license. Market competition further developed in 1996 once mobile cellular licenses were issued to GP, Sheba Telecom (now Banglalink) and TM International Bangladesh (AKTEL) now Robi. Currently there are six mobile operators in the market – GP, Banglalink, Robi, PBTL (City Cell), Teletalk and Airtel. Banglalink is a newly emerged Govt. mobile service operator in country’s cell phone service market with nationwide coverage. Within a very short period of time, it has covered 64 districts, 486 thanas the main national highways and developed full-fledged customer care centers. Over 300 outlets are being working to distribute Sims and Scratch cards in the country. Banglalink has gone into interconnection agreement with all four private cell phone service providers named City cell (PBTL), Robi, Grameen Phone (GP) and Banglalink



for providing more superior services to Banglalink's consumers. Recognizing its tremendous success (introducing web based lottery, self-employed virtual dealership, fastest coverage progress and price-cut), BANGLALINK has been emerged a trend setter in mobile phone sector of Bangladesh. It got unique position for its special features that other players are not offering right now, such as, born out of commitment. To make profit but not at the cost of customer, nationwide transmission backbone support, professional excellence, transparent financial transaction, all transaction through Bank, fewer Packages, no tricks: customer Confidence, no incoming Charge, all Package has BTTB incoming and outgoing, 100% ISD and EISD facility.

The most remarkable success of Banglalink is the slump in Tariff Structure. As soon as Banglalink announced its tariff the long-lasting oligopoly between other private mobile operators were shattered. Healthy competition came into the mobile market causing almost 50%, if not more, reduction in price both in terms of SIM price and usage rate. The slump in price made mobile phone affordable even for the low-income group of people. Using a mobile phone soon became a necessity; it's no more a luxury. The strength of Banglalink was the confidence of the subscribers in the government institution. On the other hand it's being the part of government, is probably the biggest weakness from operational perspective of Banglalink, which will be understandable as we go through this article. At a time when people were desperately searching the way out to get rid of the oligopoly of a few operators, Banglalink started its operation with big bang of response. People became frenzy to get a Banglalink SIM. Another good reason for that craze was its flexibility in connectivity with the other operators. It's the only SIM, which has such a, versatility of connections having ISD, Economy ISO service along with both incoming and outgoing connectivity with any of the land phones. The biggest weakness was a premature entrance in a mature market. As soon as anyone could catch hold of a Banglalink mobile, he started comparing it with the services of Grameen Phone, Banglalink or Robi.

Above all the interfacing with other operator at present it is possible to stand beside Grameenphone as a challenger. It was a nightmare for the Banglalink subscribers to use a Banglalink mobile. But now it covers about 90% population in Bangladesh.

Banglalink's Strategies to Different User's in The Industry

The market more than doubled in the past year and is continuously growing. However, the requirement of the various customers is not the same. A market analysis of the cellular phone industry in China, divides today's cell phone users into four segments. Table 3b describes the characteristics of these segments in terms of Bangladesh.

	Attitudes/needs	Bangladesh Scenario	Strategies
Heavy Users	Hard-working professionals; high quality-conscious when purchasing; they would rather buy expensive quality products & hesitant to shift to gadgets that would take them a long time to adjust to.	In Bangladesh, this segment is very few and hence less focused on than the other segments.	Banglalink™ offers various value added services for this section. For example, call forwarding and holding, VMS, call conferencing, SMS email & the most extensive international SMS capabilities.
Technology Enthusiasts	Highly educated individuals who are heavy users of the Internet and other innovative technology. They are willing to try out new gadgets as soon as they are in the market and a substantial amount of their income/pocket-money is spent on these items.	This section of the population consists mostly of young boys between the ages of 15 and 40 in Bangladesh. While this segment is still quite small, it is growing bit by bit and companies' must consider them when developing a marketing strategy since they are more prone to change than others are.	With GP and Robi both offering GPRS, and GP moving onto EDGE technology, Banglalink™ may lose out market share in this segment. However, Banglalink™ has introduced a few VAS for them, such as SMS Adda, which would allow them to create chat rooms for them and their friends to discuss tech-news and Premium SMS services. The company is also extending its product line in terms of handsets to bring in the more popular ones and those capable of carrying out



			more actions than just make calls.
Fashion Seekers	<p>Enjoying life rather than living frugally.</p> <p>Associating brands with role models such as celebrities.</p> <p>This particular segment would rather purchase a brand that is in and considered cool within his/her circle.</p>	<p>This segment consists of mostly young boys and girls below 30 who are into impressing their friends or colleagues. Thus, they look for products that are showy on the outside.</p>	<p>While Djuice probably captured a whole section of this segment immediately after their launch, it is currently not doing very well.</p> <p>More or less, all the operators are trying to capture this segment since they are willing to spend more on accessories or features that are will increase the popularity of the things they own. For example, more or less, all operators have premium SMS services such ring tone, logo or picture download options.</p> <p>Banglalink™ recently introduced several camera phones that are all the rage these days among this group.</p>
Social-Life Lovers	<p>Willing to pay for top brands, but will also wait for price drop;</p> <p>Yield easily to sales promotion. While they are attracted by lower prices, they are more induced by products that would help them stay connected with friends and families.</p>	<p>With more and more people owning mobile phones, this segment is growing steadily and makes up a significant portion of the users.</p>	<p>Operators in Bangladesh are now on the verge of a price war, mainly due to this segment.</p> <p>Reduced connection fees, peak & off-peak rates and lower pulse are all for the benefit of this segment.</p> <p>The Fun Dose service from Robi is perfect for this category.</p> <p>It is for this segment,</p>



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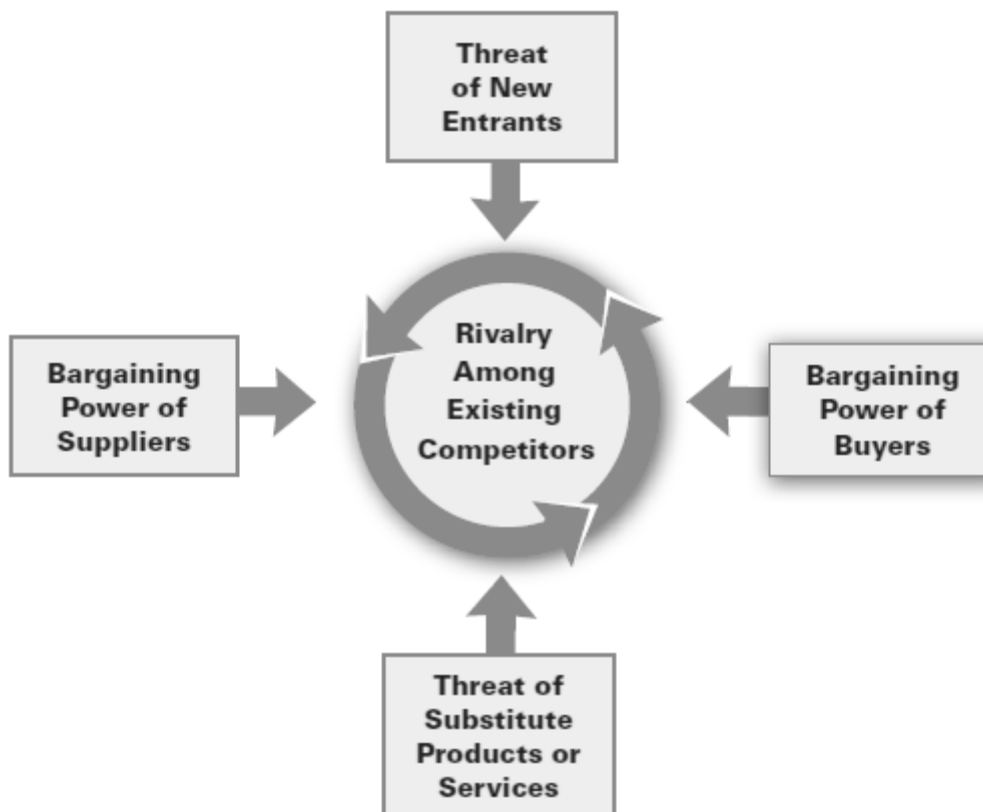
			<p>the Banglalink™ first introduced the Tk. 3,400 package. The 1000 free SMS promotion is also for them. Furthermore, we had the Mother's Day promotion & international SMS to UN peacekeepers for them. T-adda is a perfect value added service to help them stay in touch with one another.</p>
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8. Industrial Position Analysis of Banglalink Using Different Theories

The Need of Porter's 5 Forces & SWOT Analysis

Without being totally unaware of the industry forces a company like Banglalink could not have been able to march forward in the market like they are doing now. From basic brainstorming within the directorial level to the normal Junior Executive Levels , all of them directs their activities according the industry positions and the potential threats that they are about to face. It's imperative for them to analyze their industry position in a quarterly basis. Though the theories are applicable for each business ; but it plays a very significant role in Telco industry to decide the upcoming plans since the market shares are ever so changing.

Porter's five forces



The five forces analysis is done on the basis of the most important 5 driving forces of the industry.



□ **Threat of New Entrants** - The easier it is for new companies to enter the industry, the more aggressive competition there will be. Factors that can limit the threat of new entrants are known as barriers to entry. As market is saturated there is very little chance for the new markets. Already Banglalink is in a challenger position and customer loyalty also there so threat of new entrants is very low. Airtel and Robi are the followers .So if any new telecommunication company introduce themselves in this industry it will take time in becoming a threat for Banglalink.

□ **Threat of Substitute products** – Today is the eve of mobile phone. Without sim or connection no one can avail a mobile. People can use land phone or walky-talky. But problems remain there as land phone is not portable and Walky-Talky has specific distances which create obstacles in immediate communication. These products cannot fulfill the purposes of the customers. So it is not easy to communicate without sim alongside mobile phone. So threat of substitute products is low for Banglalink.

□ **Bargaining Power of Suppliers** - This is how much pressure suppliers can place on a business. If one supplier has a large enough impact to affect a company's margins and volumes, then it holds substantial power. For Banglalink bargaining power of suppliers is very low. Because there are many suppliers who are eagerly ready to take a golden opportunity to deal with giant company like Banglalink.

□ **Bargaining Power of Buyers** - This is how much pressure customers can place on a business. If one customer has a large enough impact to affect a company's margins and volumes, then the customer hold substantial power. For Banglalink bargaining power of buyers is high. Because they have option to switch company. If they find that Banglalink is serving their customer very well then they want particular product from Banglalink. But if they find that their competitor is



giving more value added services or good network coverage then they switches their company or they decrease their using rate. So in that case bargaining power of buyers is high for Banglalink.

□ **Competitive Rivalry** - This describes the intensity of competition between existing firms in an industry. Rivalry among existing competitors is very high.

The prime competitors are

Grameen Phone

Robi

Airtel

As far these competitors are concerned Banglalink is ranked above Robi and Airtel but grameenphone is serving them with tough competition and currently hold the prestigious position of the market leader .At this point in time Grameenphone captured the large portion of the Bangladeshi cellular market that makes Banglalink a challenger in telecom sector.

Industry Analysis - At a glance	
Forces	Position
Threat of potential entry	Very low
Threat of substitute products	low



Bargaining power of the suppliers	Very low
Bargaining power of the buyers	high
Rivalry among the competitors	Very High



SWOT Analysis

SWOT is the acronym for Strengths, Weaknesses, Opportunities and Threats. It is an analytical framework to help summarize in a quick and concise way the risk and opportunities for any company across the value chain. A good SWOT should look into internal and external factors affecting the issue at hand.

Factors pertaining to the internal environment of the company. These are usually classified as Strengths (S) or Weaknesses (W)

Factors that pertaining to the external environment of the company. These are classified as Opportunities (O) or Threats (T).

Strengths

The prime strength that can also be perceived as the most competitive advantage of Banglalink is their current market share in the telecom industry.

Secondly the company under which they are operating is the Egyptian telecom giant Orascom. So when they first invaded the market in 2000 their prospect customers were having a positive image.

Their ability to deliver the innovative and customers focused services at the right time is also their another strength.

Market segment in Asia is price sensitive. By following this trend Banglalink serves its customers with New and attractive pre-paid alongside Post-paid packages.

Customer care department of Banglalink is rated as among the most efficient in the business can also be considered strength.

Effective decision making abilities of Banglalink are also another significant factor that enables them to survive the cut-throat competition of the industry.

Huge financial base of banglalink enables to extend its operations.



Tight control over sales process: Many people in the industry do not know the sales process, since it is dealt by their distributors and dealers. However, with the Direct Sales Booth, the people involved know the sales process intimately and are responsible for achieving the sales target and project implementation, thus giving the company a strong control over the process.

Low cost provider regarding its competitor.

Moreover its contribution to our economy can be notable.

Weaknesses

Network: The greatest weakness of Banglalink™ is its network. While the reception is quite clear when the user is out of doors, once inside, the reception breaks up. Banglalink is weak from the side of network coverage in rural areas and villages though its network is strong enough in towns.

Bureaucracy: The new management is trying to create a system where each individual is responsible and accountable for his duties. While it is a good idea, it has also created a bottleneck at the administrative & financial level, where work gets stuck and stays stuck until all papers are properly signed and taken care of.

Inadequate human resources: While many people drop off their CVs at the office on a regular basis, finding sufficient numbers of people, with the correct qualifications, has become hard to find. Hence, a handful of people are doing the work of many leading to back log of work.



Opportunities

Re-invent itself: As mentioned earlier, the company created a strong buzz when it entered the market. Previously an unknown entity, many people now know of the existence of Orascom Telecom. They have done their studies and know that OTH stands for success. Thus, the people are ready to see Banglalink™ as a total different entity from its predecessor and are willing to give it another chance to re-invent its image in the market; not an issue to be taken lightly by the company.

Rural market: Still around 90% of Bangladeshis are not mobile users of which a great portion is living in rural areas. As 85% people of Bangladesh are living in rural areas, Banglalink™ has a great opportunity to capture a huge market share by offering the highest reasonable price and spreading strong & effective network coverage.

Threats

Price wars: While in the true sense it had been Banglalink™ who started this price war with its M2M package, it has created a series of price cuts that many operators failed to afford. After eight years of high call charges, Grameen has finally decreased its rates.

Brand Wars : Robi has substantially developed a brand image these years which has the largest threat potential to banglalink.

New comer : A threat not only for Banglalink™ but also for all other operators is new foreign investors are coming soon in the mobile industry of Bangladesh with huge capital and latest technologies who can develop country wide network over one day through satellite system.



9. Banglalink (In Market Place)

Market Share: The operator has a market share of 27 percent,

Ranking: 2 (2013)

Subscriber Base of Mobile Operators	Market Share (2011)	Market Share (2012)
Grameen Phone (GP)	55.0%	43.8%
Orascom Telecom Bangladesh Ltd.(Banglalink)	27%	27.6%
Axiata Bangladesh Ltd.(Robi)	10%	18.9%
PBTL (City cell)	6%	2.4%
Airtel Bangladesh Limited	4.6%	6.3%
Teletalk Bangladesh Ltd.	3%	1.6%

As of July 2013, Banglalink showed a growth than the stagnant year of 2012 and has 29.2% of the Market Share.

[<http://tigersweb.net> (intranet of banglalink)]

10. Products of Banglalink

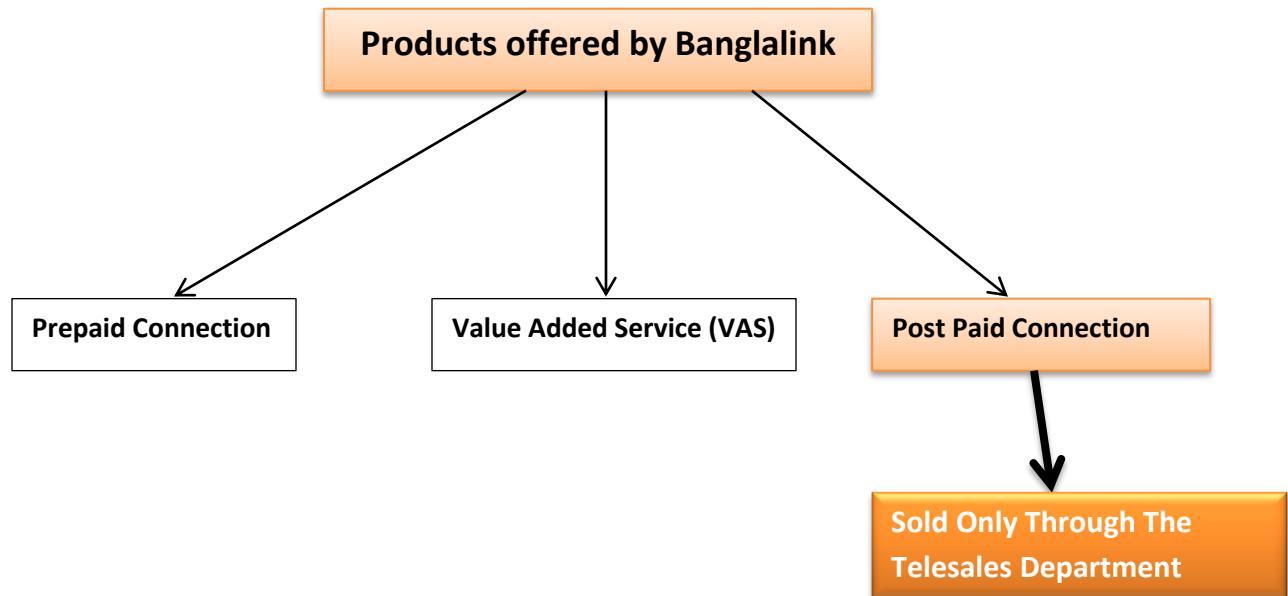


Chart 3 : Products of Banglalink

Pre-Paid Packages:

1. Banglalink Desh
2. Banglalink Desh Ek Rate
3. Banglalink Desh Ek Rate Darun
4. Banglalink Desh 7 Fnf
5. 1 Second Pulse
6. Banglalink Desh 10 Fnf

Prepaid Package details are as follows :

1. Banglalink Desh

10 Paisa/10 Seconds In Banglalink Fnf Numbers, 24 Hours

Call Type	Time Window	Bdt/10 Sec
Banglalink-Banglalink	00:00-09:00	0.12
	09:00-17:00	0.22
	17:00-00:00	0.25
Banglalink Fnf	24 Hours	0.1
To Other Operators	00:00-09:00	0.2
	09:00-17:00	0.25
	17:00-00:00	0.29
Other Operator Fnf	24 Hours	0.17
Fnf	3 Fnf (Any Number)	



2. Banglalink Desh Ek Rate

18 paisa/10 second to all operators, 24 hours

call type	time window	bdt/10 sec
banglalink to banglalink	24 hours	0.18
to other operators	24 hours	
Fnf	n/a	

3. Banglalink Desh Ek Rate Darun

12 paisa/10 second to any number, 24 hours

call type	time window	bdt/10 sec
banglalink to banglalink	24 hours	0.13
to other operators	24 hours	
Fnf	n/a	





4. Banglalink Desh 7 Fnf

lowest 10 paisa/10 second in 7 fnf numbers

call type	time window	bdt/10 sec
banglalink to banglalink	00:00-09:00	0.15
	09:00-17:00	0.25
	17:00-00:00	0.25
banglalink fnf	00:00-09:00	0.1
	09:00-17:00	0.1
	17:00-00:00	0.15
to other operators	00:00-09:00	0.15
	09:00-17:00	0.25
	17:00-00:00	0.29
other operator fnf	00:00-09:00	0.1
	09:00-17:00	0.1
	17:00-00:00	0.15
fnf	7 fnf (maximum 3 fnf in other operators)	

5. One Second Pulse

Banglalink has introduced 1 second pulse for its customers. The new Banglalink Desh 1 second package provides customers 1 second pulse to any operator any time of day. This means customers will now only pay as much as they talk and the charge is only 2 paisa/sec any time in any local number.



all banglalink pre-paid customers can avail the new 1 sec pulse package

the summary of charges of the package are:

call rate to any operator 24 hours	tk. 0.02/sec
pulse to any operator	1 sec
sms rate to any operator	tk. 0.50

6. Banglalink Desh 10 Fnf

To accommodate your big list of friends, banglalink presents **10 fnf package**. now you can enjoy 4.5 paisa/10 seconds to one special banglalink number and as low as 9 paisa/10 seconds to 9 fnfs (any operator)!



7. ICON : a premium telecom brand of Bangladesh



- **Benefit of ICON Customers**

ICON packages have carry forward facility of all monthly freebies such as Minutes, SMS, Data and ISD talk time for 1 month or bill cycle. For example, if a customer uses 2000 minutes out of 3000 in February, for March, s/he will have free minutes of 4000 (3000 regular + 1000 carried forward).



Discounts will be given for the following outlets/places :

- Westin
- Regent Airways
- Galaxy Holidays
- Guide Tours Ltd.
- Toyota (Navana Limited)
- Mermaid Eco Resort
- Ambrosia
- Nazimgarh Resorts Ltd.
- Rose View Hotel (Sylhet)
- Hotel Star Pacific (Sylhet)
- Foy's Lake Resort (Chittagong)
- Motel Atlantis
- Spicy (Sylhet)
- Studio 45
- El Toro
- Saltz
- EBL
- Hotel Royal (Khulna)
- Club Thirty3
- Sugar Bun (Chittagong)
- Well Park Residence (Chittagong)
- Tava (Chittagong)
- Country Lounge (Khulna)
- Woondaal King Kebab (Sylhet)
- Naz Garden (Bogra)
- Siesta (Bogra)
- Orchid Business Hotel (Chittagong)
- Artisti (Nationwide)
- Ocean Paradise Hotel (Cox's Bazaar)

**7. Other Commercial Package: PCO**

PCO Startup tariff will be as per PID 178						
Connection Price						
Package name	Minimum Monthly Bill (without VAT)	Total Package Price (With VAT)	Security Deposit	Total Package Price (With VAT)	Credit Limit	Supplementary duty and VAT
PCO Postpaid	500	1,100	800	1,100	800	Zero
PCO Call & Control	0	200	Zero	200	N/A	Zero
Start-up Offer						
Connection Type	Offer					
PCO Postpaid	N/A					
PCO C&C	<ul style="list-style-type: none"> - Total Tk.120 - Pre-loaded air time Tk.20 on SIM activation & can used to any operator 24 hrs - The rest Tk.100 will be disbursed in 2 equal monthly installments (i.e. Tk. 50 each upon using minimum Tk. 50). The mentioned minimum usage amount will be considered from the following month of SIM activation and the 1st monthly bonus installment will be disbursed in the next month depending on meeting the mentioned criteria. Bonus can be used to make any outgoing calls to any operators 24 hours. 					



Value Added Services

Information Based Services	<ul style="list-style-type: none">» Facebook on ussd» krishi news» travel guide» bibaholink» jobs link» islamic service» banglalink krishibazaar» banglalink emergency» blood bank» healthlink» banglalink jigyaasha» i'info» railway junction» yellow pages» sms (text, quotes & jokes ...)» international sms» namaz alert
Entertainment	<ul style="list-style-type: none">» banglalink local radio» priyo tune» bbc bangla» banglalink timer sms» friend finder» amar tune» song dedication» power menu» music station» voice portal 4848» ring tones» logos» picture messages
Data Based Services	<ul style="list-style-type: none">» banglalink internet» banglalink mela-banglalink's android app» web2sms» banglalink phonebackup» vehicle tracking: ntrack» stock info
Call Management Services	<ul style="list-style-type: none">» banglalink easy divert» voice message» call block» call me back» missed call alert» conference call



Telesales Success Story : The Banglalink Way

	<ul style="list-style-type: none">» call waiting» caller line identification presentation
Mobile Financial Services	<ul style="list-style-type: none">» mobile cash internet recharge service» mobile cash remittance with western union» mobile cash electronic money order with bpo» mobile cash bill-pay with bpdb» mobile cash bill-pay with desco» mobile cash bill-pay with qubee» mobile cash bill-pay with cwsa» mobile cash bill-pay with westzone» mobile cash train ticket» mobile cash remittance service» mobile cash insurance pay with jbc

11. Distribution Pattern in Banglalink

Banglalink has a proper distribution team and channel. It has already more than 92 dealers over the country. Besides, Banglalink is distributing its product by customer care, Banglalink points and sales and distributing officers and managers. Banglalink is struggling very hard to make its products available countywide.

The main objective of Banglalink's distribution channel is to provide Banglalink SIMs to every people of Bangladesh. Banglalink establishes its distribution channel in such a way so people of urban, semi-urban as well as rural can also be able to get their SIM.

The Distribution System of Banglalink

The distribution system of Banglalink Pre-Paid and Post-Paid packages is not same. For distributing both packages Banglalink maintains two separate distribution channels.

For Post-Paid Packages: People cannot purchase the post-paid packages from the Banglalink Point or Customer Care Centers. The SIM of post-paid packages are directly distributed from the office of Banglalink to the Sales Officers and then these Sales Offices distribute the SIMs to the final customers. The distribution system of Post-Paid Package is:

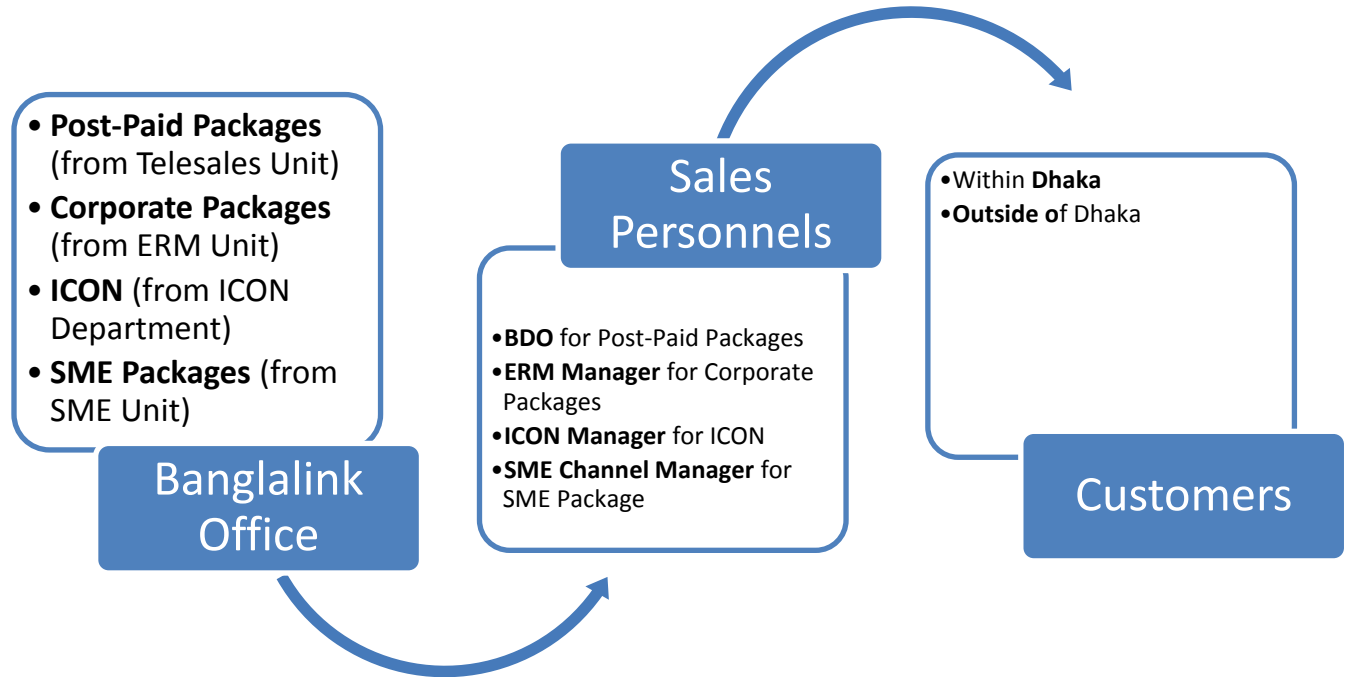


Chart 4: Distribution System of Post-Paid Packages

For Pre-Paid Packages: Banglalink Pre-Paid SIM is handled by Sales Unit. Sales Unit is under Marketing Department. The Sales Unit distributes the pre-paid SIM all over the country through their Sales and Care Center, and Retail Outlets. The distribution system of Pre-Paid Package is:

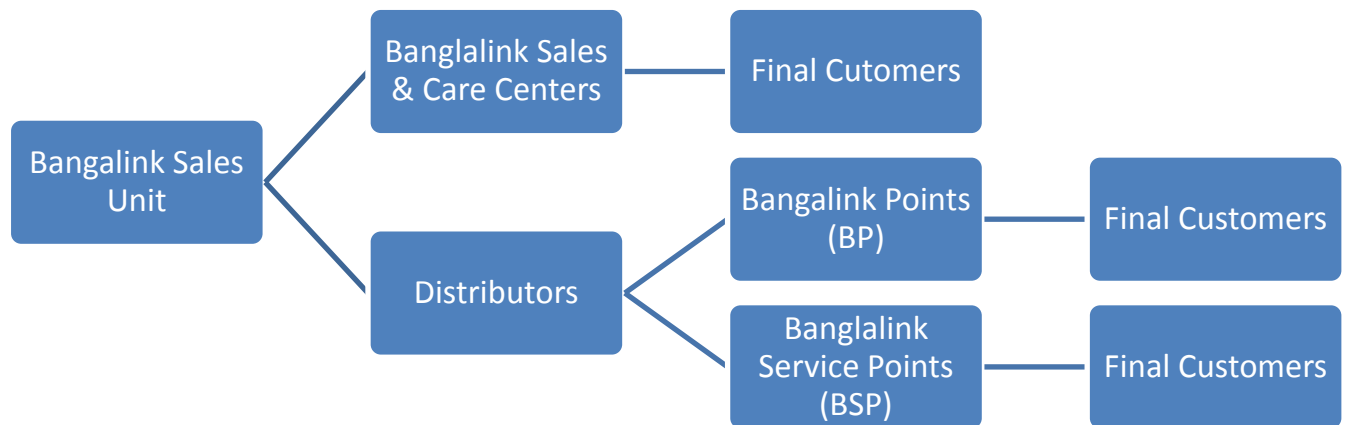


Chart 5 : Distribution System of Pre-Paid Packages

12. Telesales Department in Banglalink : General Overview

Telesales is one of the most significant sales department of banglalink which falls under Customer Care Department.

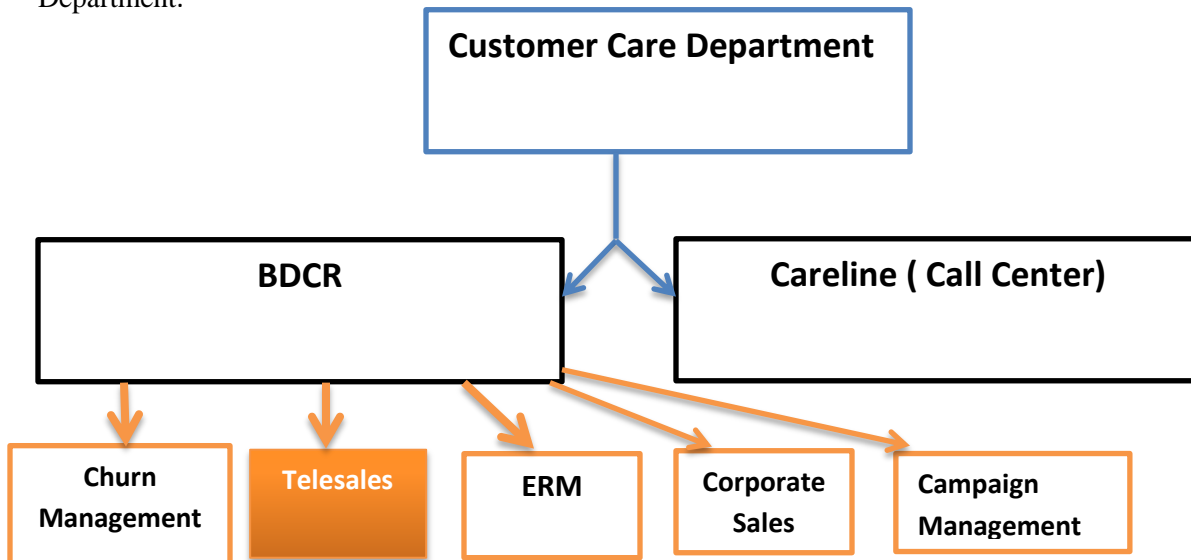


Chart 6 : Telesales Department Overview

Telesales is a type of telemarketing which uses call centers with telemarketers who call on the telephone to sell company's product or service. Banglalink has a Telesales unit within the Customer Care under Business Development and Customer Retention. The strength of Telesales is selling, customer acquisition and the emphasis is on customer retention. Telesales is made to establish the customer service as a major sales channel. The objective is to build the framework in customer service regarding inbound and outbound selling, and to acquire competition customer offering duplicate dial. If customers want to get this connection he/she does not need to go anywhere as there is a home delivery process.

Some talented people are being chosen from all around the contact center for this department. They are working hard as they come up with different sales target over the time according to the business needs. They organize sales competition from time to time to boost up the sales. They regularly update sales report to evaluate the performance. Moreover they are in regular contact with the management in order to bring new dimension within the organization.



Telesales is already running its operation in 4 districts (Dhaka, Chittagong, Sylhet, Khulna) including Gazipur, Savar, Narayangong, Norsinghdi, Comilla, Kushtia, Jhenidah, Chuadanga and Munshigonj with Business Development Officers and covered most of the district with around 450 Banglalink Service Points (BSP). At present 45 Callers and 60 BDOs are working. Telesales have a team of highly trained and experienced telemarketers who are experts in leading a non-scripted, two-way conversation with customers to reaching great results. Their offices are equipped with the latest contact center technology designed to meet their goal to help Banglalink succeed.

Chart 7: Telesales Hierarchy

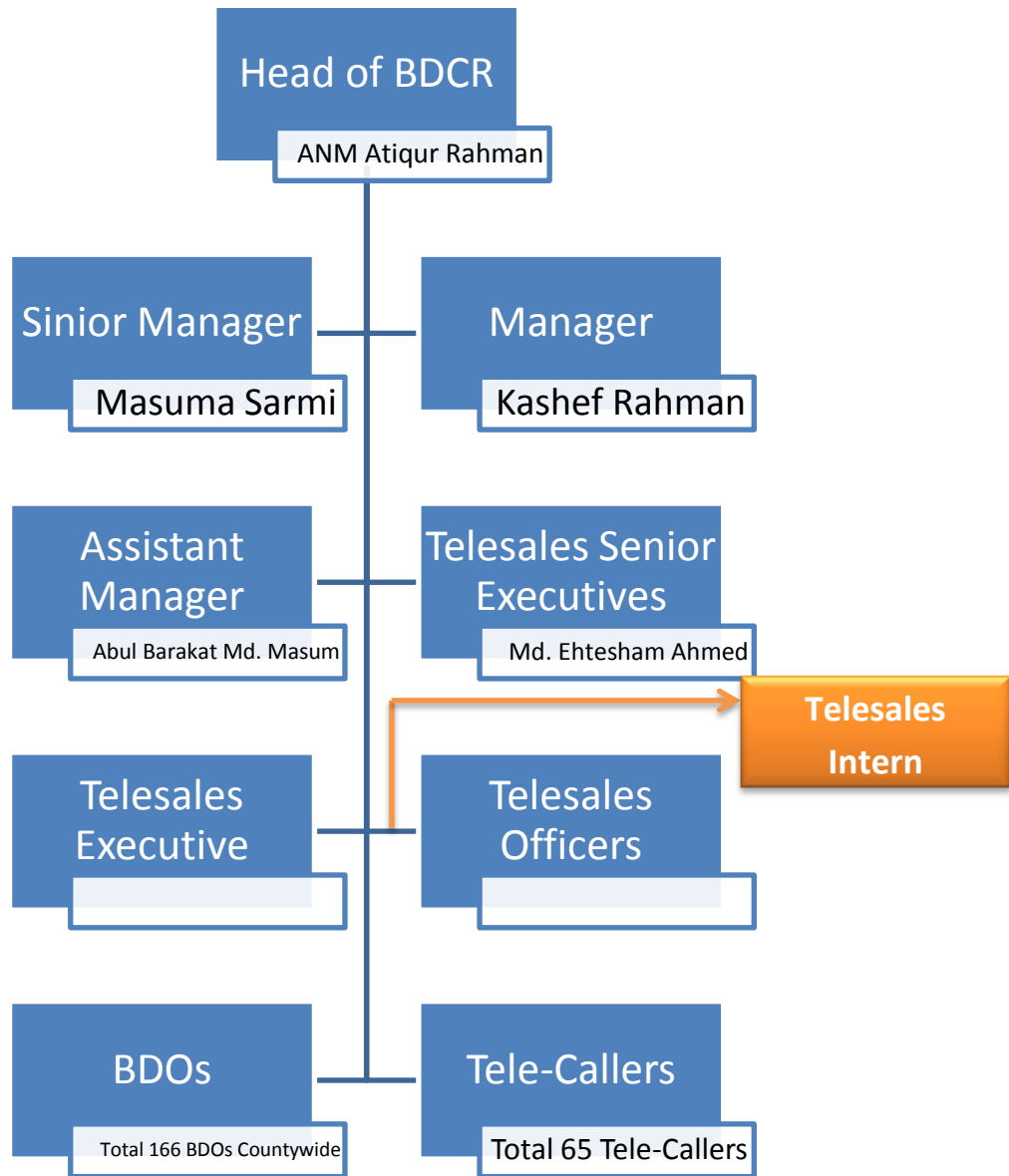
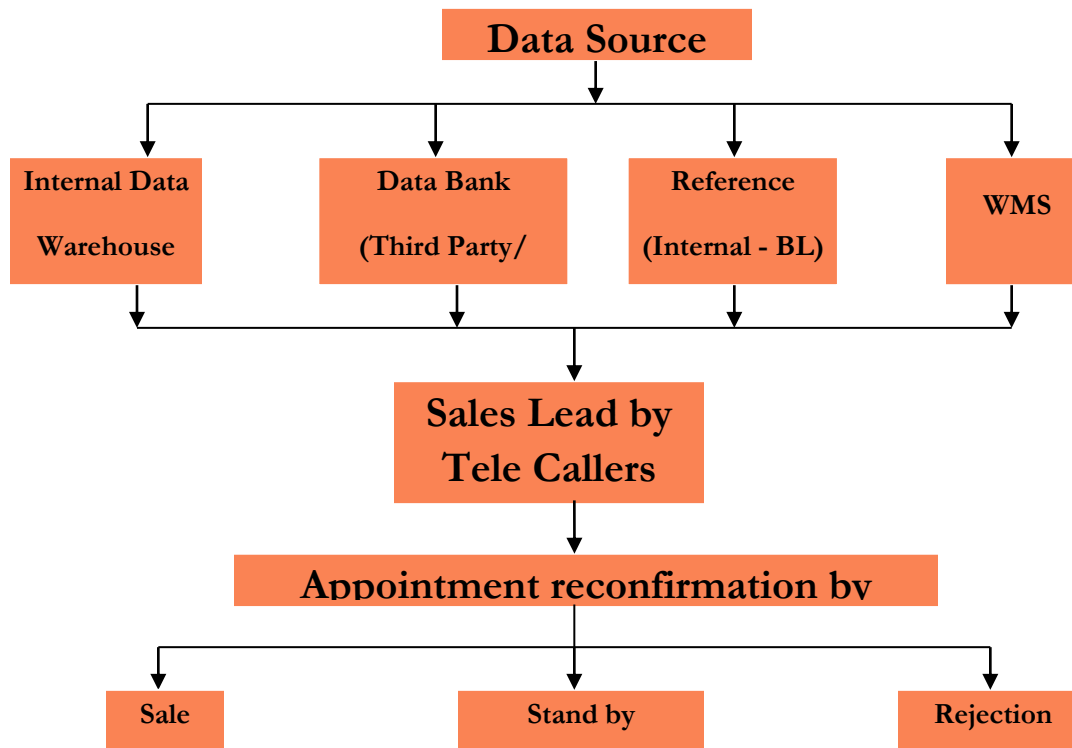


Chart 8: Telesales Process Chart



Telesales Prospect of Banglalink

Unless a company let people know how well it's product or service is they won't be able to benefit from it. Telesales is a way to bring the offers to the heart of the customers. Telesales prospect of Banglalink is really remarkable. They had only target for 45, after that 65 and its increasing just for the success. Now this unit has a target of 100 sales individually in one month. All tele-callers are fulfilling their target with great satisfaction. Customers are now can get their connections, sim in front of them. There are some Business Development Officers who are responsible to reach the connections to the customers at Dhaka, Comilla, Chittagong and a portion of Norshingdhi. Banglalink is earning a huge amount of revenue from this Telesales department. Banglalink's revenue rose by 27 percent to \$126 million in the first quarter of 2011, compared to the same period last year. Bangladesh's second largest mobile phone operator reached a subscriber base of 22.13 million, 42 percent more than the same quarter of the previous year. Telesales not only for selling products through software, this unit also helps in gaining information about the



position of Banglalink and also to improve where it needs. They are passionate about providing a high-quality Telesales service. They use effective methods of achieving objectives and delivering the needed results keeping in mind the requirements of their clients. They have a team of highly trained and experienced agents who are experts in leading a non-scripted, two-way conversation with customers to reaching great results. Their offices are equipped with the latest Contact Center technology designed to meet their goal to help Banglalink succeed.

Benefits of telesales

- Increased sales and profits
- Reduced costs per sale
- Maximum phone productivity
- Increased number of appointments
- Increased customer base
- Increased lead generation
- Higher number of qualified leads
- Higher number of closed sales
- Better customer retention
- More immediate feedback
- Better results through test marketing
- Increased local, regional, or national market share



Customer Satisfaction

The inhabitant life in the urban especially in the Dhaka city is becoming more busy and complex than previous. In recent times many women are doing job out of the house as well as their husbands. As a result, both husband and wife could not find out any time for them self & for maintenance of their family also and that is the reason now they are inclined to electric communication media as a way of communication method. More over because of high traffic jam on the street people's life become stagnant in a single point. So people want to mobilize their life as telecommunication industry makes people life set in motion to any place in the universe at any time. Now, a person with a mobile phone is available for any time. There are few operators in the market to meet the growing demand of the city dwellers need of the busy life for communication. As a result there are hungry demands for communication to make life more mobile and mobile phone industry is ready to explore fulfillment of unmeet demand.

13. Telesales Products

Products offered in Telesales unit:

The Inspire Package : The Main product of Telesales Department

Actually telesales department do not offer the prepaid sim to customers. They offer only Post-paid packages.

In the telesales unit they offer 4 post-paid packages.

Inspire

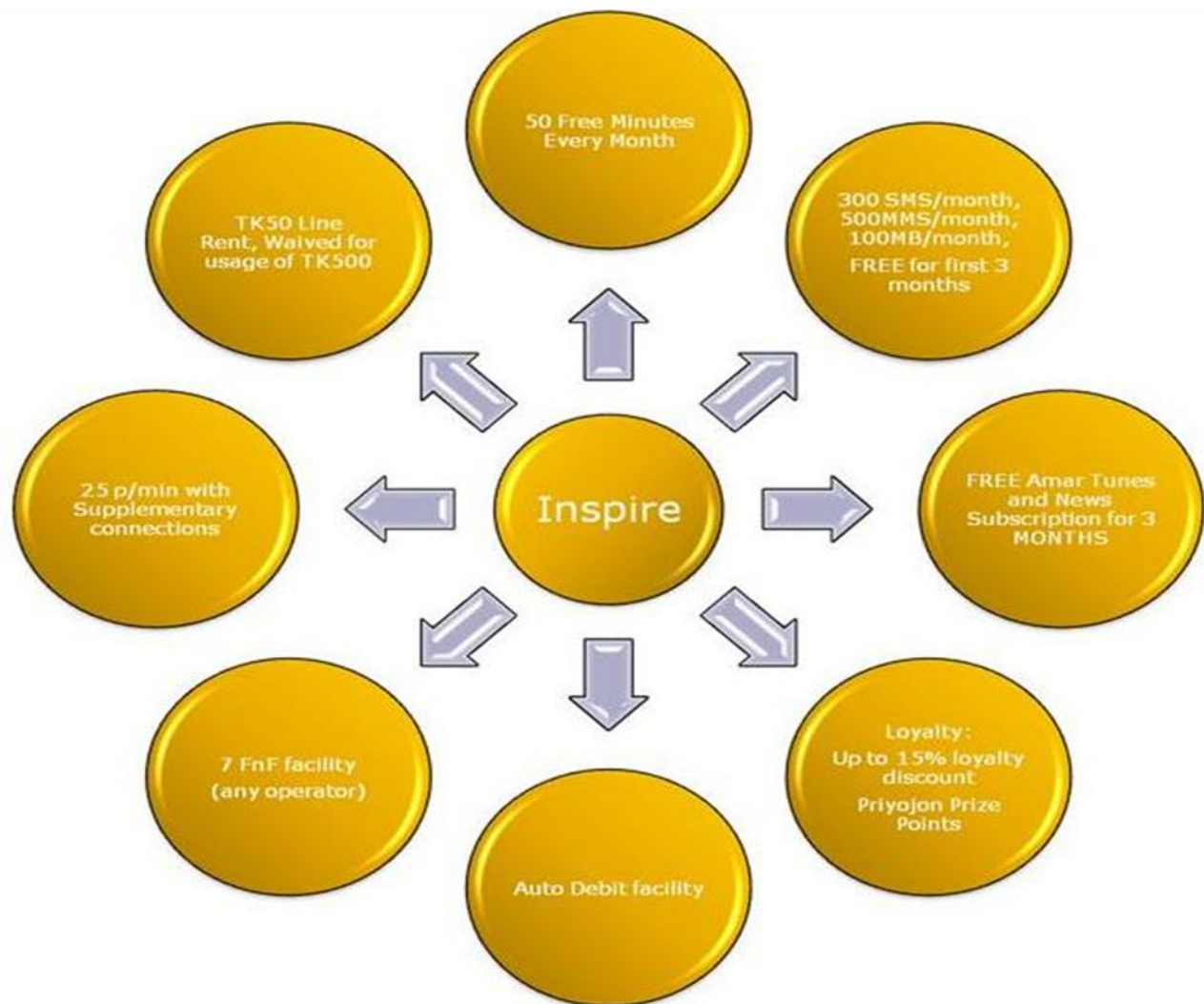


Chart 9 : The Inspire Package

The Product Buying Credentials

Whenever the customer buys the sim , he has to deposit 500 taka as deposited and will get up to 500 taka limit of talk time plus above mentioned facilities. After that he can recharge any amount of money as itop up to use the connection. To get a special number he can pay an additional charge ranges from BDT 1000-BDT 2000 if the number is available.

Events during buying a sim –

- The customer will deposit 500 taka as talk time limit+the price of the connection
- The customer will fill up the subscriber application form (SAF)
- Will paste Two Copies of Passport Size Photographs
- Will Attach National or Any Valid ID Card

Inspire Connection Details

banglalink inspire brings special new features for post-paid subscribers with remarkably low call rates, along with the lots of fnf numbers and many other services and facilities!



this exclusive post-paid connection includes:

- no security deposit is required for auto bill pay subscribers.



- every new connection comes with 300 sms/month to any operator, 500 mms/month, 100 mb/month internet, amar tune subscription and news service subscription free for the first 3 months.
- enjoy your banglalink inspire connection with zero line rent (without any conditions).
- up to 15% loyalty discount on usage.
- 7 fnf numbers to any mobile operator: 60 paisa/min to banglalink fnf numbers and 84 paisa/min to other operators' fnf numbers.
- all fnf and cug rates have 10 second pulse.
- only 42 paisa/minute on 2 supplementary numbers.
- only 45 paisa/minute for 24 hours within the same professional group.
- attractive call rates for 24 hours.

Please Turn Over



banglalink inspire		
tk. 0.0750/10 sec to any inspire professional group		
call type	time	tariff/pulse (tk.)
banglalink- banglalink fnf (10 sec pulse)	12 am – 09 am	0.1
	09 am – 05 pm	0.1
	05 pm – 12 am	0.1
banglalink- banglalink non-fnf (1 sec pulse)	12 am – 09 am	0.0165
	09 am – 05 pm	0.0165
	05 pm – 12 am	0.0205
to other operators fnf (10 sec pulse)	12 am – 09 am	0.14
	09 am – 05 pm	0.14
	05 pm – 12 am	0.14
to other operators non-fnf (10 sec pulse)	12 am – 09 am	0.165
	09 am – 05 pm	0.165
	05 pm – 12 am	0.205
cug professional (10 sec pulse)	24 hours	0.075

Current Promotions of POST-PAID:

1. Android Smartphone Campaign:

Banglalink brings two android based smartphones with attractive features and exciting benefits. The sleek, modern Huawei ascend y210 and set v807 handsets will meet the needs of customers who need mobility, connectivity, and productivity.



the Huawei ascend y210 is workhorse which runs all day long. it features:

- QUALCOMM 1 ghz processor,
- large battery for daylong use,
- built in Wi-Fi router (hotspot facility) can create a Wi-Fi network and 5 devices (laptop, tabs) can connect to this network. no need to buy a separate expensive Wi-Fi router.

also, when you use the Huawei y210 with your banglalink connection, you will get 200 mb and 150 on net sms free of cost every month for next 6 months. so, you are getting 1.2 gb data and 900 sms absolutely free.

the set v807 is a perfect match for lifestyle. it has:

- dual core 1 ghz processor,
- 4 inch touchscreen display



- 4 gb internal memory
- dual sim dual standby,
- built in Wi-Fi router (hotspot facility) can create a Wi-Fi network and 5 devices (laptop, tabs) can connect to this network. no need to buy a separate expensive Wi-Fi router.

we also have some exciting gift for set users. when you use your set v807 with your banglalink connection, you will get 500 mb and 150 on net sms free of cost every month for next 6 months. so, you are getting 3 gb data and 900 sms absolutely free

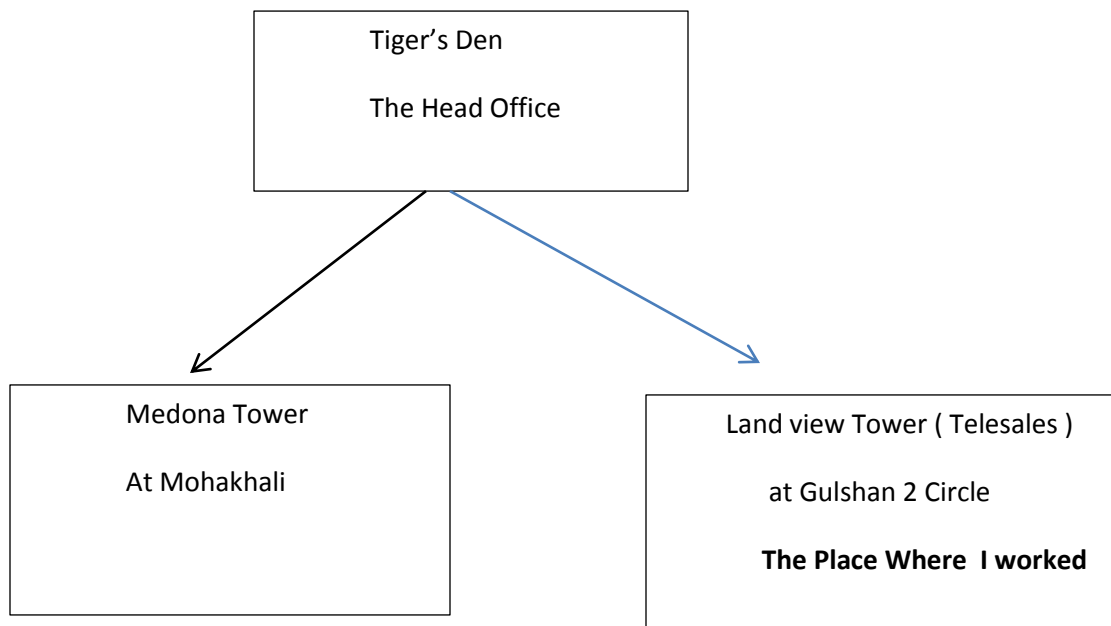


14. Job Responsibility & Learning

Experience 1 : Organization Wide Observations

I was fortunate enough to acquire my internship during the finals of Spring 13. Banglalink call it as **Advanced Internship Program** where a fresh a graduate will get the chance to secure his or her internship during the period of his/her last semester .

I got 15 days of free time before joining to Banglalink in the Telesales Department as an intern. As we everybody knows that Banglalink has different office for Different operations. I was stationed in one of their three main offices that are situated in Dhaka City. That is Land view Tower in Gulshan 2 Circle.



I had to report at the Tigers Den at the very first day of joining , where I filled up all my papers served by them and internship procedural stuffs . From the 2nd day , which means , the 16th of May, I had started working in the Land view tower of Telesales Department. The first week knew about the Telesales Department ,the process of How I will work.



I was responsible for the works as same as a Telesales officers:

Banglalink has two level of job holders working in their organizations and they have their different roles. The two levels can be described like this –

<p>The Core Managerial Level</p> <p>Consists of incumbents like CEO, Director , and Senior General manager . General Manager , Assistant General Manager , Senior Manager , Manager , Deputy Manager, Assistant Manager , Senior Executive , Executive , Junior Executive</p>	<div data-bbox="919 480 1395 800"> <p>-Permanent Positions , promotion depending on previous experience , the years spent in an organization.</p> <p>Are privileged to have premium facilities</p> </div>
<p>The Support Level</p> <p><u>Officers</u> , Junior Officers , Support Level 4 , 3,2,1</p>	<div data-bbox="938 863 1414 1182"> <p>-Totally Contractual Positions , over the years the contracts are renewed time-to-time, Most of them are managed by 3rd Party</p> <p>-Are less privileged to have premium facilities</p> </div>

My Responsibilities was as same as a Telesales Officer

I was very lucky to start to my office with significant responsibilities as same as Telesales officer . I was a part of the backend of the telesales of office tracking sales and all the supporting stuffs .

Time:

In Telesales department all the Tele-Callers have to enter the office at sharp 9.30am.works starts at 10.00am and finishes at 6pm.But Tele-callers have to leave at 6.30pm.



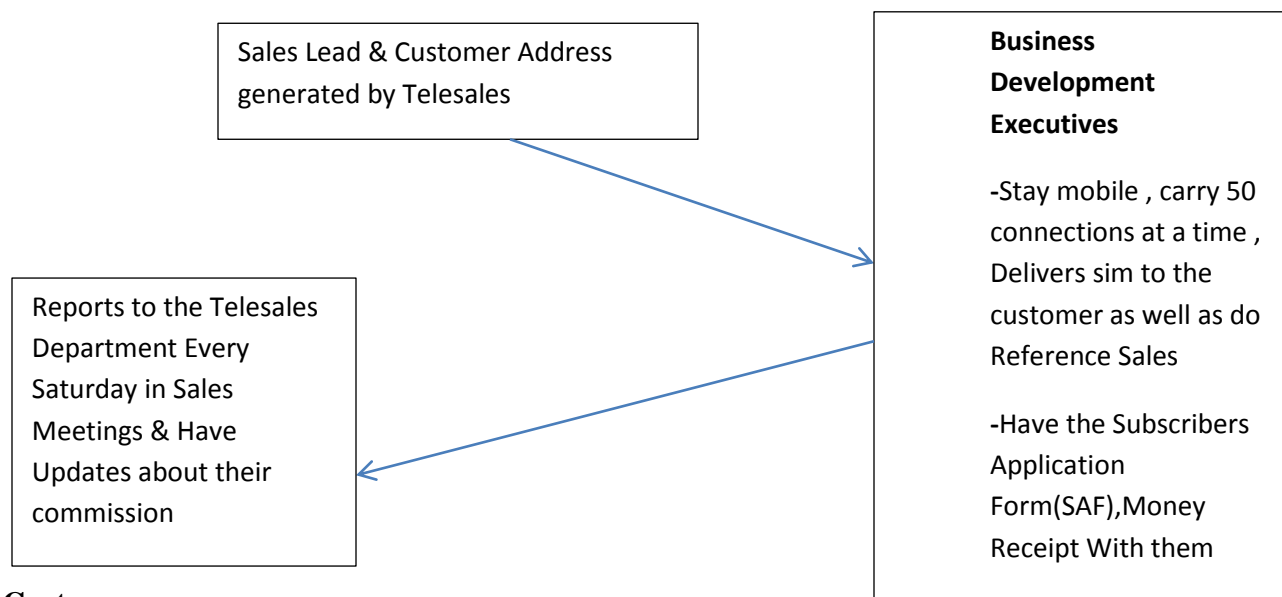
Tele-caller

there are 65 Tele-caller works in telesales department. They receive call from IT department in a software system. Then offer a duplicate number or any special number with many attractive offers. If customers want to get a new connection they just write down the name and address of the customer and put it down in software. By this software delivery officers get a sms with this information in their cell phone.

BDO (Banglalink sim delivery officer)

As the whole process was shown Earlier , the Telesales generate **Sales Lead** based on the Data fetched by the 3rd party or company's own source. The Telesales get sms each day regarding the leads that they need to serve. After getting the sms , they go to the original address with the connections that they have with them . Then after getting to the address of the customers , each time they activate the connection via sms.

A BDO's Workflow -



Customers

A Customer is anyone who uses our products or service either for himself/herself or for the purpose of converting it into further value addition to be passed on to someone else.



It took almost a week to understand all the **stakeholders of Telesales** , I just can sum up the whole telesales department in the following manner in the following Table

Total Full Time Employees	10
Total Contractual Employees	10
Total Tele-callers	65
Total BDO	140

BDOs were numbered as “TS XXX” . For Example , TS00061 was a BDO in the Gulshan Area of Dhaka Region.

BDO Allocation Map of Dhaka City



Source : Mr. Kashef Rahman , Telesales Manager



BDO Allocation

Dhaka Division	41
Chittagong Division	28
Khulna Division	25
Rajshahi Divison	22
Sylhet Division	24
Total	140



Experience 2 : Understanding the whole Telesales Process Chart (If The Customer is within the allocated range of a BDO)

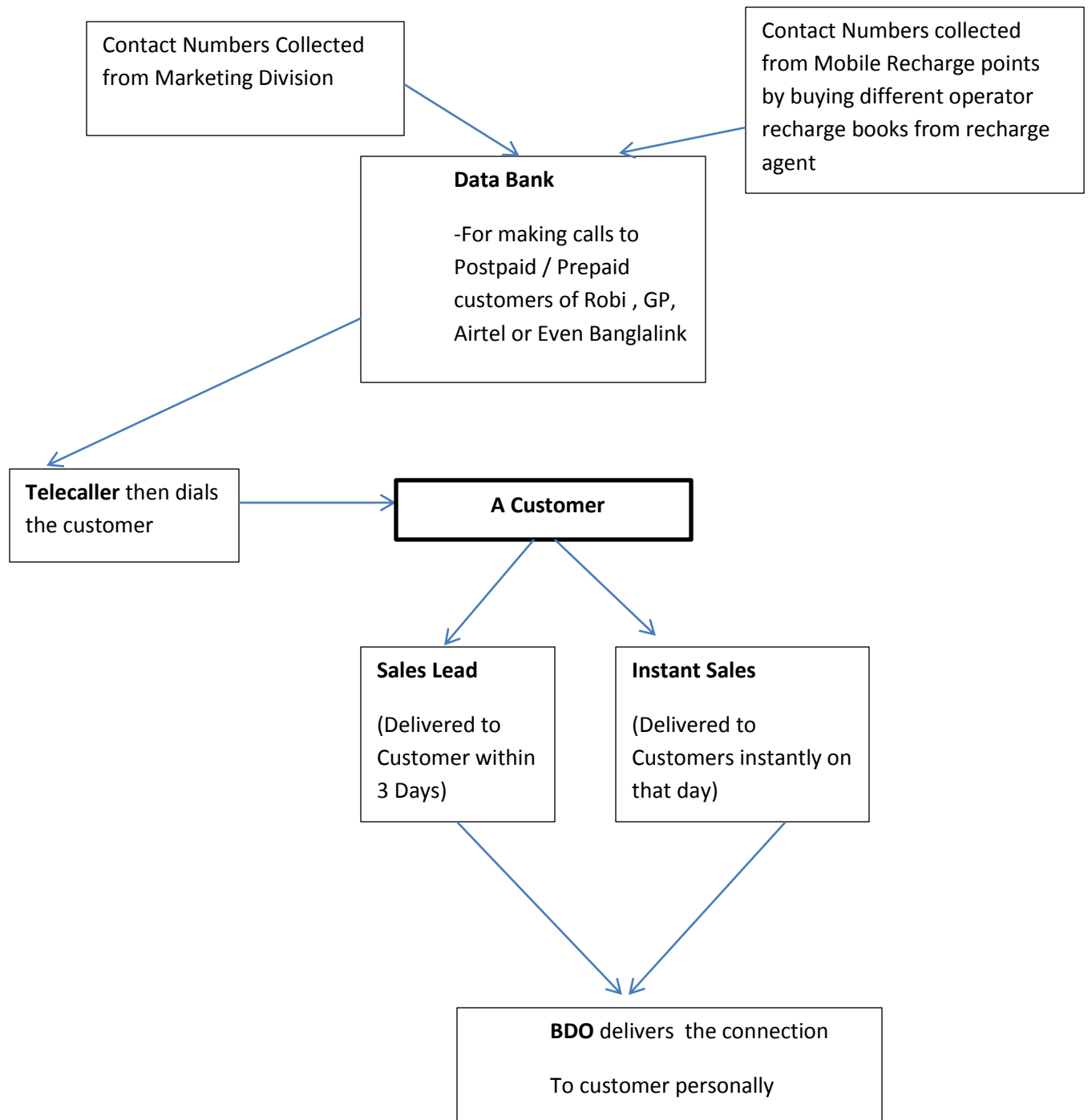


Chart 10 : Telesales Process Chart -1

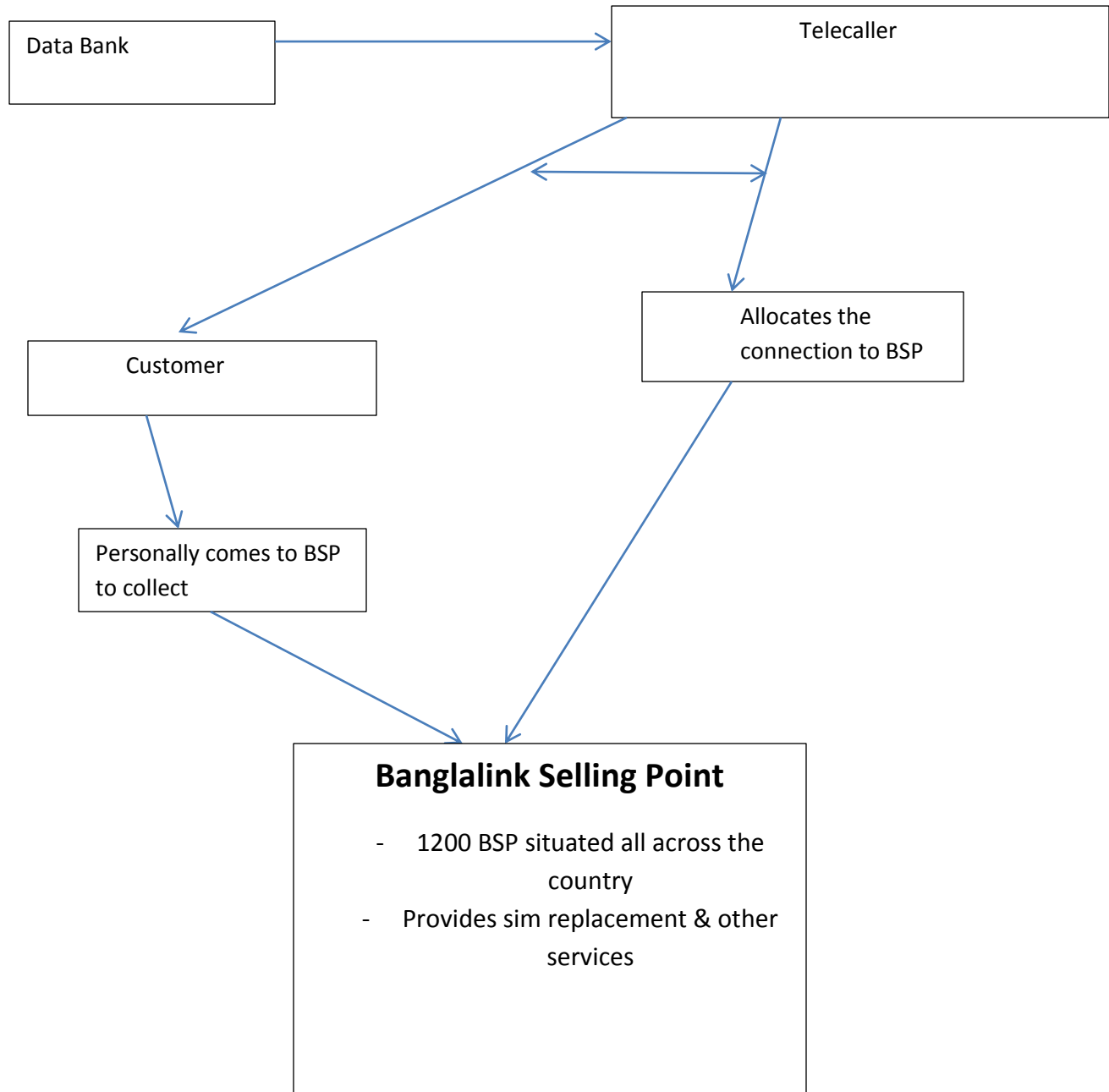
Process Chart 2 : If the Customer stays in far corner of the allocated map of Telesales

Chart 2 : Telesales Process Chart 2



Experience 3 : The Actual Job Tasks

Tracking Weekly Sales of Post-Paid Sim Inspire

The week starts on Sunday in telesales department and the meeting takes place on Saturday. My task was to track each week individual sales lead & sales of BDO and telecallers. Banglalink has developed the **POS version 2.03** for themselves where every sales where entried. I did not have the password access. My colleagues would open the POS tab for me in my PC and I track the sales of each week with the click of the mouse in every Sunday morning and save it in excel file.

Example

Telesales			BDO		
Name	Sales Lead	Actual Sales	BDO Code	Sales	Reference Sales
Moushumi	25	23	TS00061	17	3
Nipa	18	18	TS00120	13	1
Akhi	14	14	TS00041	18	5

Sending visit report status to the BDO's each week via system

BDOs, whenever visited any customer from sales lead , it was their responsibility to send status of the customer sales intention to the system via sms.

They receive the sales lead with the customer's address and a unique sales lead-id. If the customer actually buys the connection upon his visit , he would type **The Lead ID (Space) Y** to 4422 . If the customer does not buy it , he would type **The Lead ID (Space) N** to 4422. During , many of the occasions , they usually did not send the visit reports . So each day , there where around 400-500 visit report status pending. My work was to track them down and send them reminder sms via **SMS CORP** – a system software of banglalink.



Attending weekly sales meeting and receiving documents of weekly sales of 140 BDO

Each week on Saturday , the weekly meeting held in Telesales office. We had to come around 3 o'clock in the afternoon and the meeting usually started around 5 where 140 BDOs were present. They submitted usually 1500-2000 documents and money receipts of 1500-2000 sales each week. My responsibility was to receive and organize it for further week long work process.

Checking & Finalizing the sales documents and preparing weekly sales database

After receiving the forms , I had to go through each one of them to see whether the documents were okay or not and then entry the number into the excel sheet that will be passed on a weekly basis to the Head of The Department Mr. Anm Atiqur Rahman.

After checking and finalizing all the SAF forms and money receipts , I had to prepare a weekly sales database of around 1500-2200 number like the following in a excel sheet.

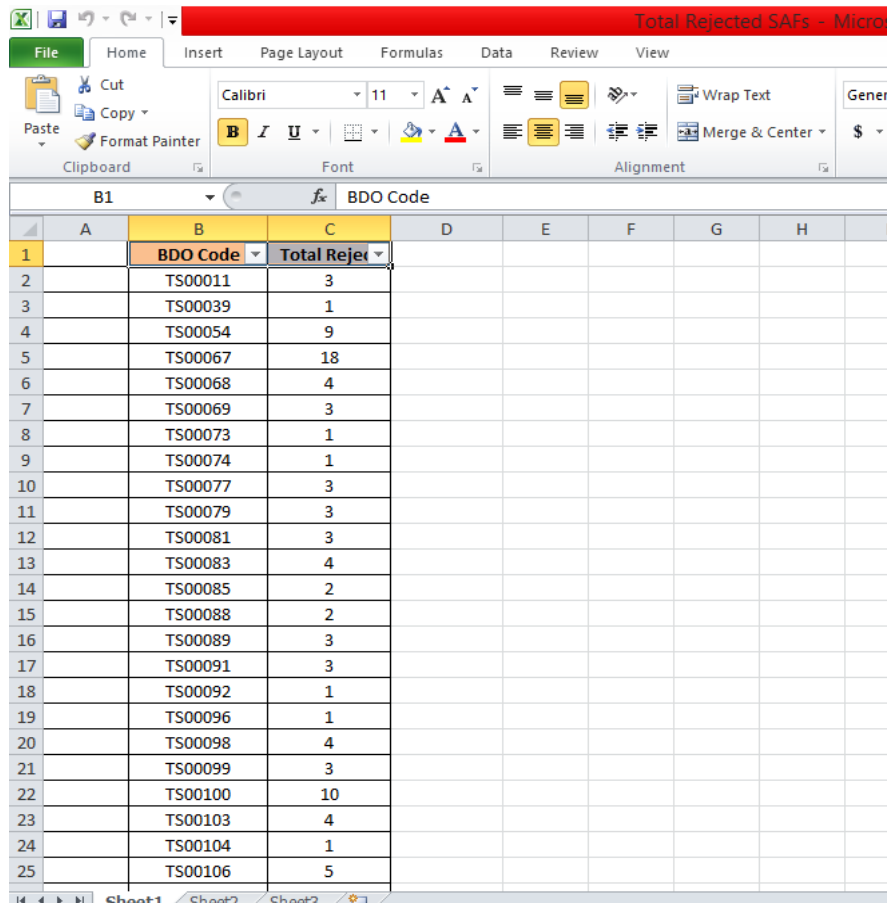
S/L No.	TS Code	Sold Number	Money Receipt
1	TS00061	01917088327	Yes
2	TS00061	01917324567	Yes
3	TS00061	01917234567	Yes
4	TS00061	01917332244	No
5	TS00061	01917000444	Yes
6	TS00061	01917000056	Yes
7	TS00061	01917666600	Yes



Based on this database , The BDOs were able to get commissions, so it was very crucial learning for me to prepare this type of Database. Usually it took 4-5 days to prepare this type of database for 2200 postpaid connections.

Prepare Reject List of Connections of BDOs

After every checking , there were many active connection-numbers , whose documents were not proper. I prepare the database of it on every Thursday so that I can brief the BDOs about their mistake and also can announce the amount of connections, whose papers they need to submit again.



	A	B	C	D	E	F	G	H	I
1		BDO Code	Total Rejected						
2		TS00011	3						
3		TS00039	1						
4		TS00054	9						
5		TS00067	18						
6		TS00068	4						
7		TS00069	3						
8		TS00073	1						
9		TS00074	1						
10		TS00077	3						
11		TS00079	3						
12		TS00081	3						
13		TS00083	4						
14		TS00085	2						
15		TS00088	2						
16		TS00089	3						
17		TS00091	3						
18		TS00092	1						
19		TS00096	1						
20		TS00098	4						
21		TS00099	3						
22		TS00100	10						
23		TS00103	4						
24		TS00104	1						
25		TS00106	5						



A snapshot of each Saturday's BDO meeting ; here BDOs are listening

brief to my line manager Mr. Kashef Rahman



My Achievement in My job Responsibilities : The Recruitment of 4 Telesales

I have a dual major in HR & Marketing that always helped me during my internship period. The recruitment of Telesales is being done from this department since Telesales and BDOs are contractual employees and they are maintained by a third party HR firm named **Response**.

So I was told to provide insights create a CV pool by line manager from which he recruited 4 telecallers . I proactively sent vacancy announcement to 12 Universities and created a CV pool of 34 people . From which , after necessary screening , 4 people were selected .

Vacancy Announcement

As a part of helping fresh graduates to start their career in the most exciting field of business , sales ; a reputed MNC is looking for young , driving , diligent individuals in the following post :

Department: Customer Care

Division: Telesales

Designation: Telecaller- Telesales

Reporting To: Team Leader

Job Responsibilities & Features:

- A full-fledged desk job with company specified daytime working hours
 - Meeting sales target each month
 - Compensation includes BDT 11,000 as basic + sales commissions
-

Required Qualification:

- Minimum Bachelor's Degree Holder (Fresh graduates are encouraged to apply)
 - Previous experience in Sales, Customer Care will be Given Preference.
 - The individual must be well-speaking , smart & energetic who can work under pressure.
-

How to Apply:

Send your updated CV with Passport Size Picture to

The Vacancy Announcement PDF that I circulated



Learnings

Learning is referred to something that a person gets after working somewhere or from observation. It is basically cannot be trained. I , from my observation and curiosity , learnt the following things and implying a decision based on it here.

Learning 1 : learning of the commission structure

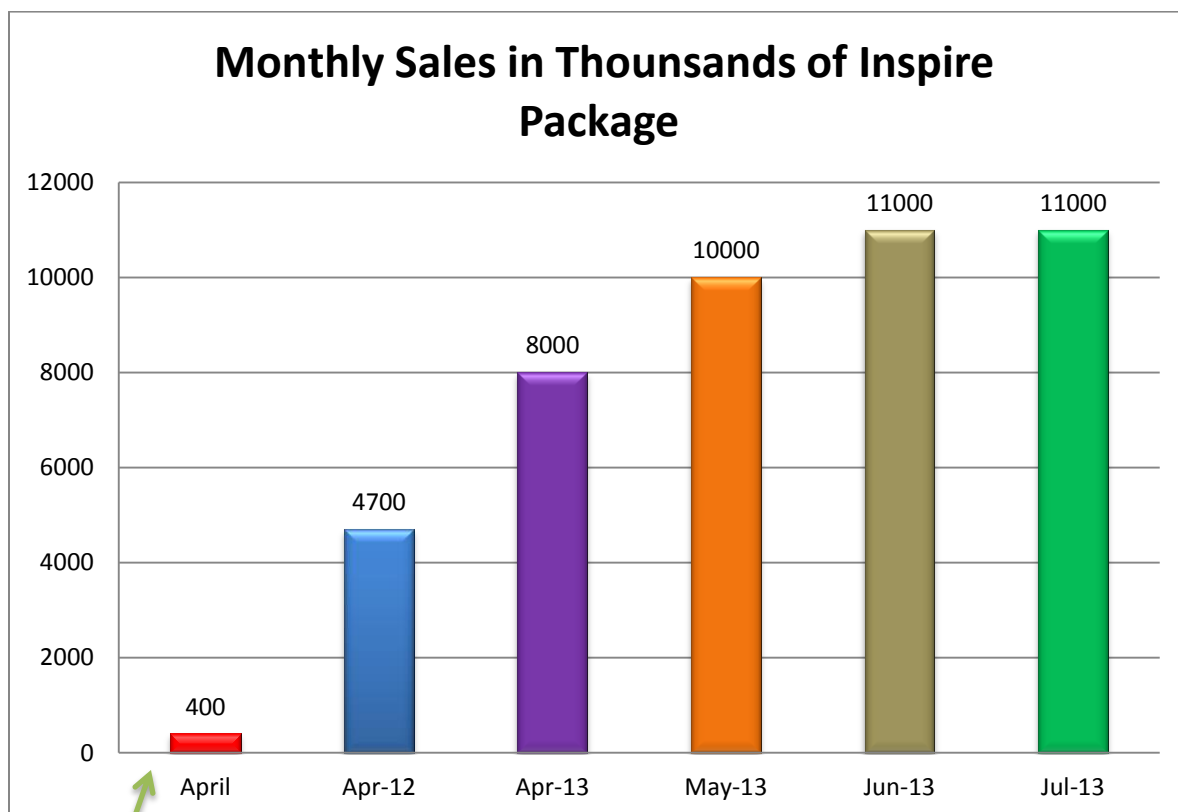
They were never so merry about telling me about the commission structure of the BDOs. I , with my persuasiveness and relations with BDO, had come up with the knowledge that the commission they receive. They are high earners.

	Monthly Sales Target	Reference Sale Target	Basic Salary	Commission Per Sale	Monthly Gross Salary
Telesales	Minimum 100 Connections	None	BDT 11,000	100 Taka	BDT 22,000 – 35,000
BDOs	The assigned amount of sales lead in their area	Minimum 25	BDT 14,700	100taka+T.A. 100taka + Recharge Commission 100 Taka/500taka	BDT 30,000 – 65,000



Learning 2 : The Sales Target, The drive for achieving it & Planning Your Work According to it

Telesales started back in 2007. If I compare the target from that years to now , I can see the importance of learning the drive for sales . Because , otherwise , It would not have been possible to be the best company in telesales in the telecom industries. The workload , procedure , each should be managed according to target that has been set for the current month. That has been the key learning for me in sales.



The Start of Telesales
In 2007

Chart 11 : Sales Targets

Learning 3 : Socializing ,Getting Accustomed With The Corporate Structure & the friendly environment

Socializing with different Departments was the best part of my internship. Work pressure , Target oriented work, giving 9hrs each day to the organizations , all these were the best learning part of my internship. We worked as more than a team , a family . Staying connected with each other via Facebook. Each being an important portion of this small and yet very powerful & profitable unit of the company.

Picture Log of My Internship



All the Telecallers of Telesales



Chief Commercial Officer Mr. Shihab Ahmad (3rd from Left) paid a visit to Telesales Dept.

Anm Atiqur Rahman , 1st from Left , Head of The Department , Telesales



Mr. Kashef Rahman . Mv line manager & on-site supervisor (1st from left)



The Launch of a new Bundle Package



Farewell Ceremony of a Telecaller

Findings : Source : Campaign Management Survey Presentation 2012

For finding some information about Telesales demand during my work I asked **Ms. Rowshan Ara** , Campaign Officer to provide some survey data from few of the Telesales that can ensure the future prospect of Banglalink Telesales department. I have prepared the following **Charts** based on these data in the Tables provided by Campaign Management.

1.Reasons for using current Banglalink™ connection

Table : Customers Reasons behind using Banglalink™ connection

Reasons	Number of respondents	Percentage of respondents
Brand	3	6%
Lower startup Cost	7	14%
Network Coverage	5	10%
Lower call charge	12	24%
Special offers	10	20%
Lower line rent of post-paid	9	18%
International SMS facility	2	4%
Installment buying facility	2	4%
Total Respondents	50	100%

*Others include ISD, gift, CDMA set, personal etc.

From the above table it is very clear that most of the customers prefer a particular network, not Banglalink™ for the network coverage. So it is very important for Banglalink™ to increase the quality of network to gain long-term customer satisfaction.



The table shows that the most of the subscribers like to enjoy the special offers of Banglalink™ and that is may be the main reason.

2.Tariff & Call Rate Of Banglalink™

Customers' opinion is the call rate of Banglalink™ is reasonable in the present mobile industry of Bangladesh. But not in the context of Bangladesh. So customers express their complain for call rate for all mobile companies.

Table : Customers opinion on the tariff & call rate of Banglalink™

Tariff & Call rate	Number of respondents	Percentage of Respondents
High	0	0%
Competitive	19	38%
Medium	15	30%
Low	16	32%
Total	50	100%

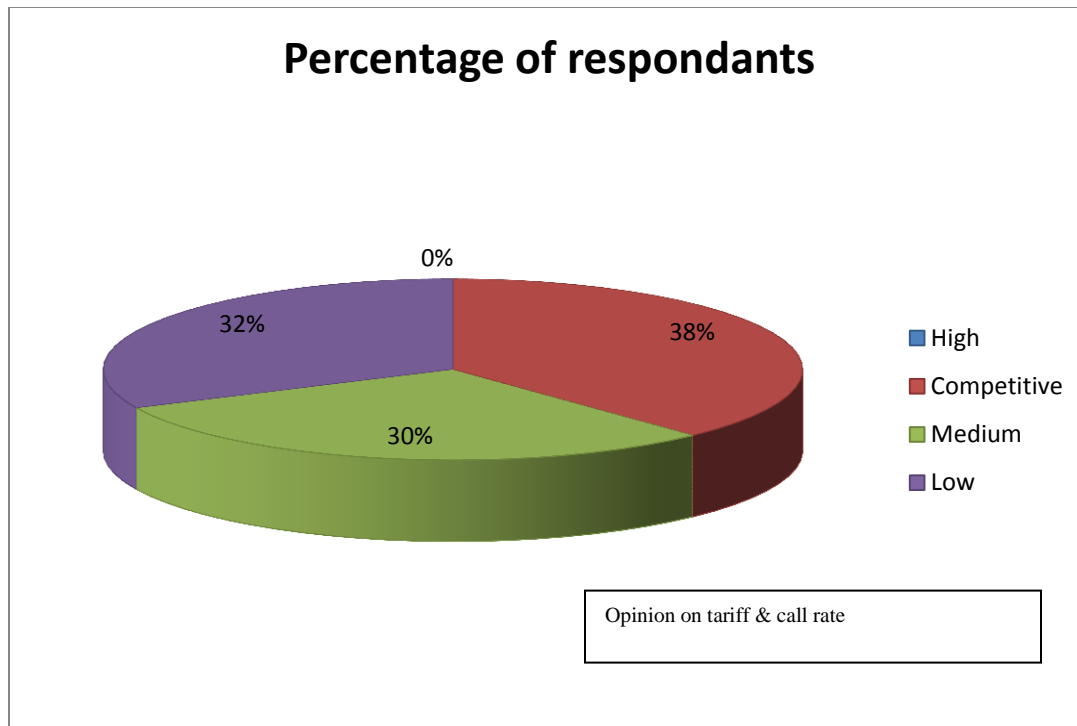


Chart 13 : Tariff & Call Rate Survey Chart



Network Coverage Of Banglalink™

Table : Customers Comment on network coverage of Banglalink™

Comments	Number of Respondents	Percentage of Respondents
Excellent	8	16%
Good	21	42%
Moderate	18	36%
Bad	3	6%
Very Bad	0	0%
Total	50	100%

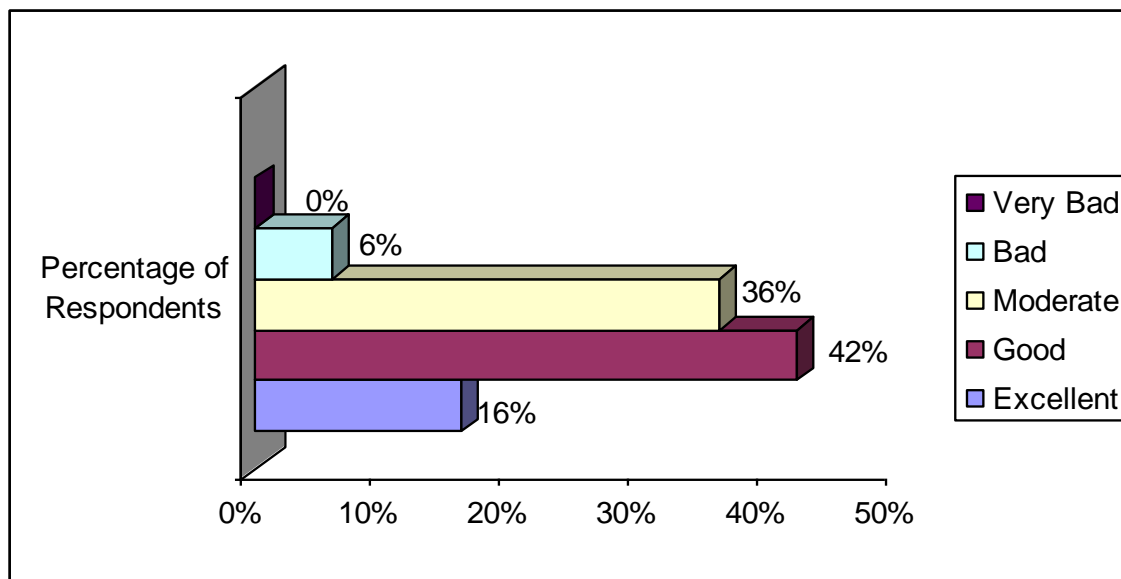


Chart 14 : Network Coverage Survey Chart

Innovative Plan Of Banglalink™

Table : Customers' comment on innovative plan of Banglalink™

Comments	Number of Respondents	Percentage of Respondents
Creative	8	16%
Attractive	11	22%
Good	24	48
Unsatisfying	0	0%
Worthless	7	14%
Total	50	100%

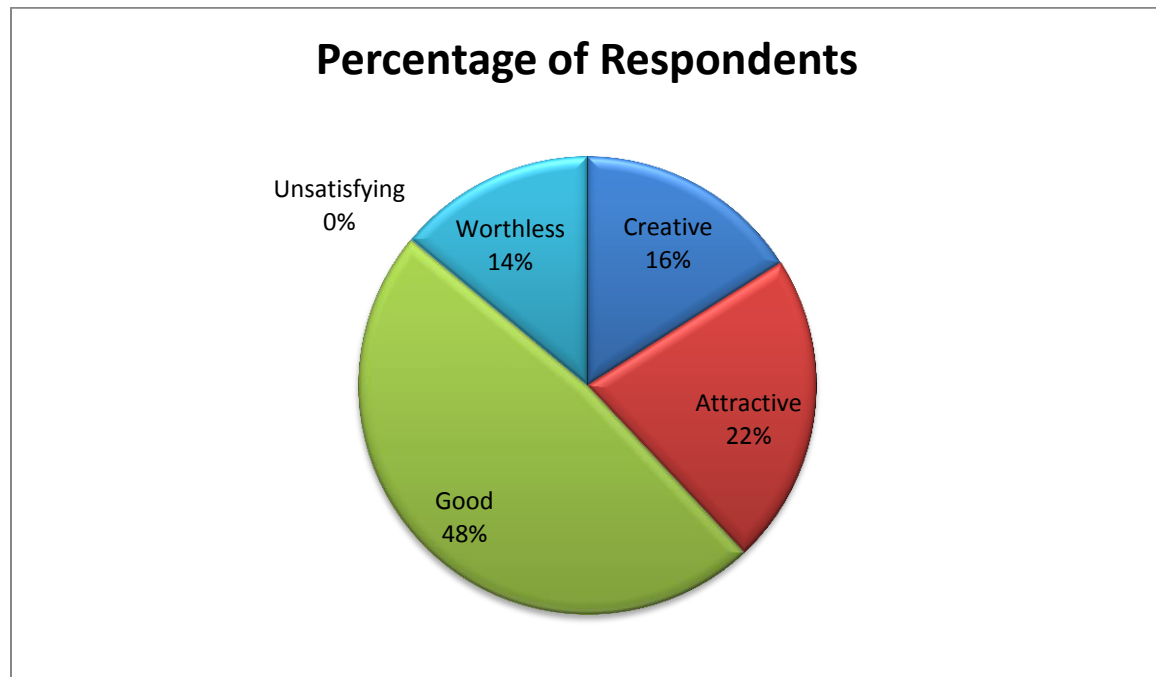


Chart 15 : Innovativeness Survey Chart

Customer Attraction In Advertisements Of Banglalink™

Table : Attraction power of the advertisement of Banglalink™

Attractiveness	Number of Respondents	Percentage of Respondents
Excellent	12	33%
Good	14	28%
Moderate	5	14%
Bad	8	12%
Very Bad	11	10%
Total	50	100%

Figure:

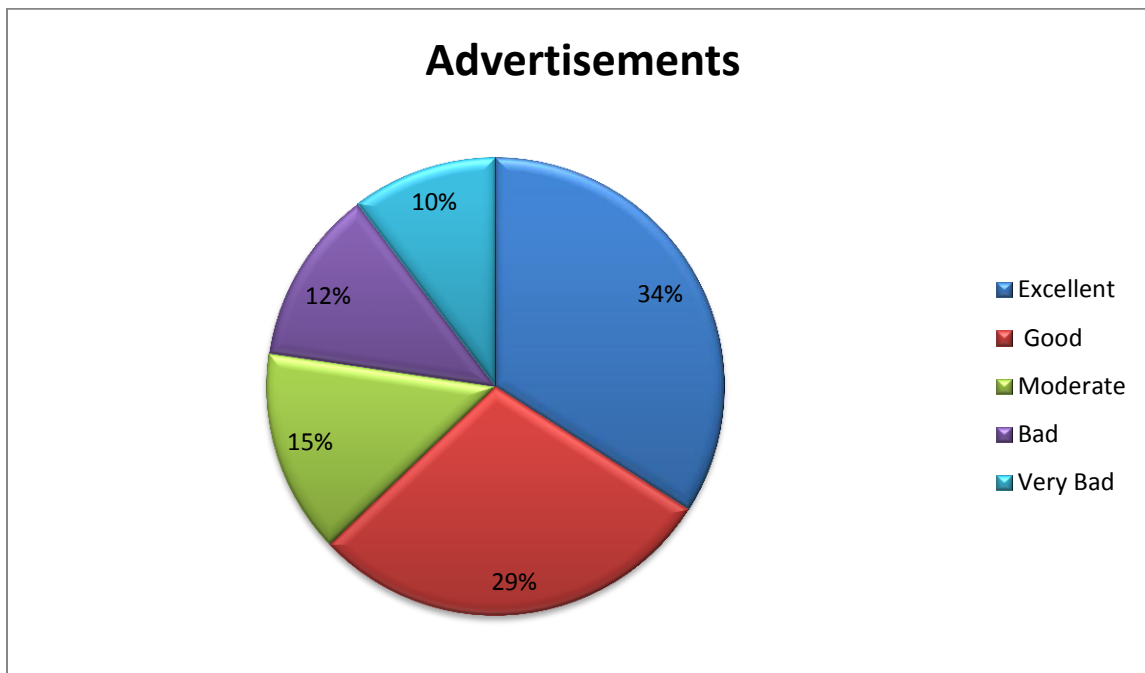


Chart 15 : Power of Advertisement Survey Chart

How Much Customers Can Understand The Message In The Advertisements Of Banglalink™

Table : Customers' understanding of the message of advertisements

Clarity of Message	Number of Respondents	Percentage of Respondents
Fully understandable	24	48%
Sometimes	17	34%
Not at all	9	18%
Total	50	100%

Figure:

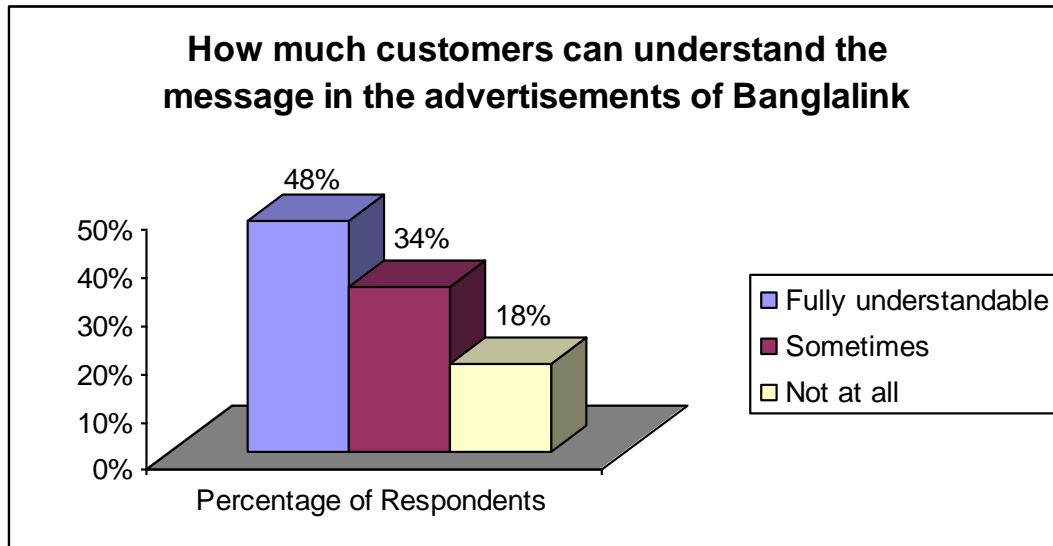


Chart 17 : meaning of Advertisement Survey Chart

Main Reason Of Using Banglalink™ Connection:

The sample population was asked on which of the following factors played the main role in their using the present mobile connection.

Table : Reasons for using current Banglalink™ connection

Reasons	Number of respondents	Percentage of respondents
Brand	3	6%
Lower startup Cost	7	14%
Network Coverage	5	10%
Lower call charge	12	24%
Special offers	10	20%
Lower line rent of post-paid	9	18%
International SMS facility	2	4%
Installment buying facility	2	4%
Total Respondents	50	100%

*Others include ISD, gift, CDMA set, personal etc.

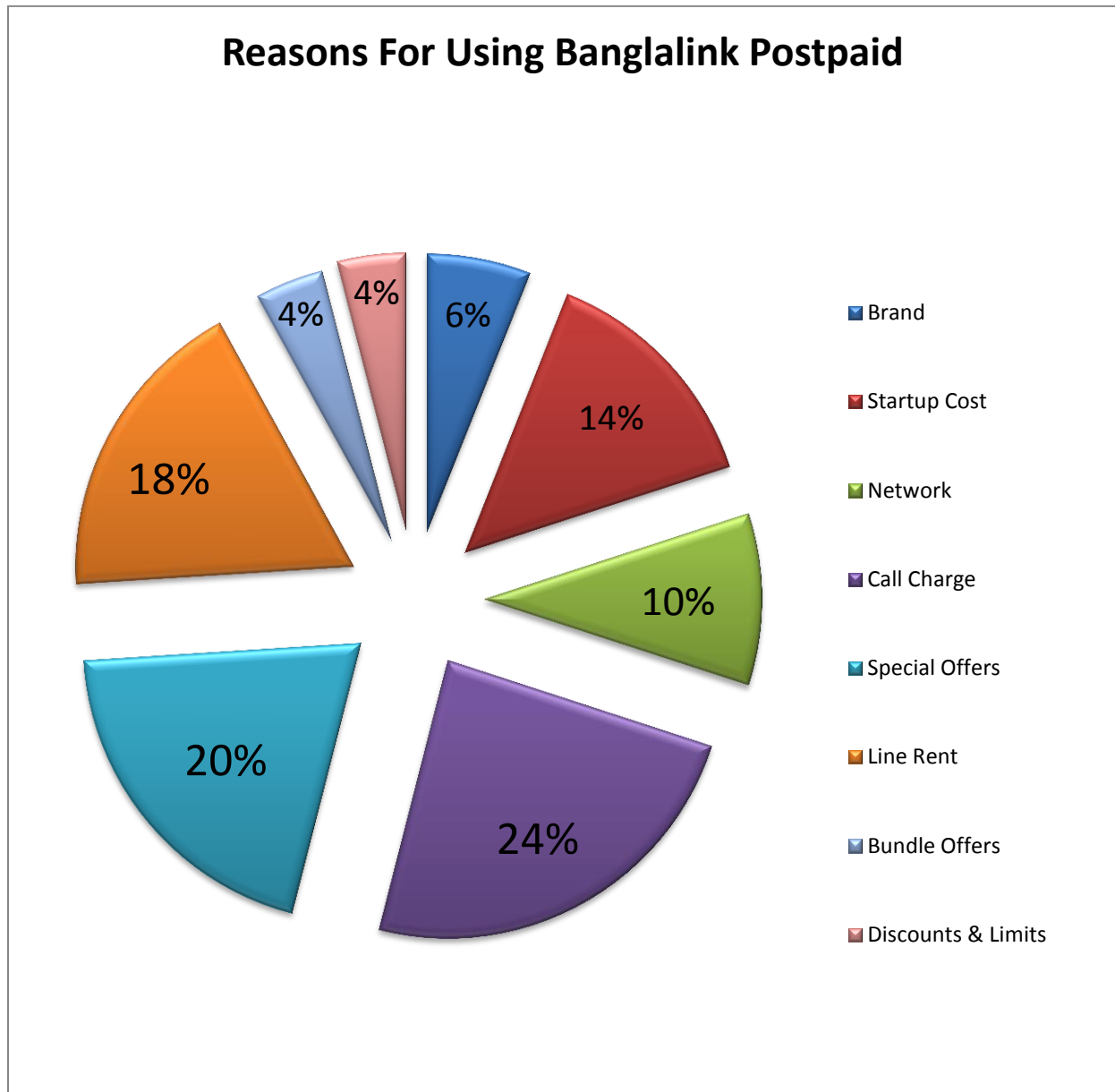


Chart 18 : Main Reasons For Using Banglalink





From the above table it is very clear that most of the customers prefer a particular network, not Banglalink™ for the network coverage. So it is very important for Banglalink™ to increase the quality of network to gain long-term customer satisfaction. The table shows that the most of the subscribers like to enjoy the special offers of Banglalink™ and that is may be the main reason.

Identified Factor:

- Most of the mobile users in Bangladesh are under youth group.
- Bangladesh is pre-paid driven mobile market.
- The few people usually with high income level who use post-paid, now prefers Banglalink™ post-paid package for lower tariff, lower call rate without any security money.
- Customers like to use Banglalink sim most (51%), as well as Grameen phone sim (49%).
- Banglalink™ subscribers are satisfied but not very satisfied with their current connection.
- Most of the subscribers are staying with Banglalink™ connection for its continuous attractive special offers. As a result a great portion is using Banglalink™ as a second SIM.
- Banglalink™ is in the highest position in making brand awareness. Already, it achieved more than 90% brand awareness.
- i-pack of Banglalink™ is a suitable offer after imposing tax on SIM in the national budget, 2005-06.
- People badly want a significantly decreased call rate as like as our nearer countries.
- People have a great complain for TNT incoming bill.
- People appreciate Banglalink™ for its innovative plan that is making the mobile market more competitive. And from it, customers are getting benefits.

16. Telemarketing In Other Telecom Companies : The Way Banglalink Is Making The Difference

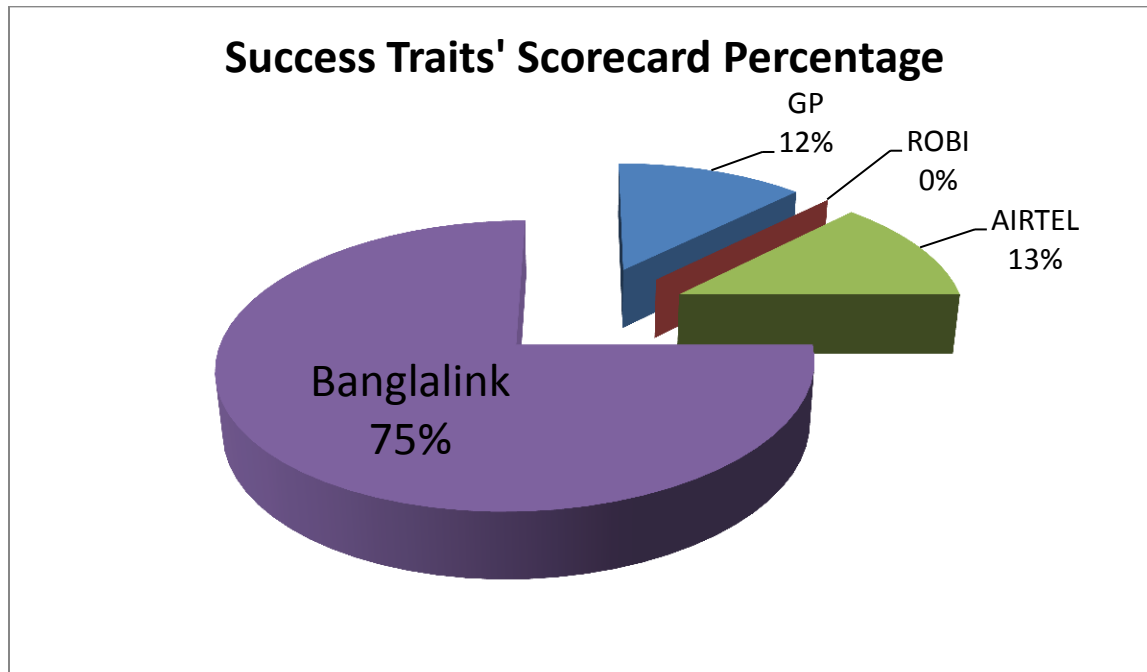
GP first pioneered tele-marketing in Bangladesh. They first started it long ago by calling their high value customers. Then they tried to market their products which was quite expensive back in that time. As the time went by, the market situation and overall conditions changed due to the entrants of new telecom companies. Banglalink started almost 9 years ago and then they had a vision that they would be the pioneer of Telecom industry with Telesales. The following table shows that why Banglalink is successful in their telesales activities-

	GP  grameenphone	Robi 	Airtel 	Banglalink  bhangalink
Sales of postpaid over telesales	No	No	No	Yes
Marketing of VAS over calling	Yes	No	Yes	Yes
Customer-chosen number option	No	No	No	Yes
Having Premium Postpaid Brand like Icon	No	No	No	Yes
Monthly Post Paid Sales Over 10,000	No	No	No	Yes
Personal Door-to-Door delivery via Sales Person	No	No	No	Yes
Total Score	1	0	1	6

** Yes= 1 point / No= 0 point



Based on the previous page's scoring , it can be shown in a graph that why **Banglalink is the market leader in postpaid connection sales.**



Here , we are not considering Teletalk & Citycell since they are not selling postpaid connections. And this chart substantially describes why Banglalink has an active postpaid subscriber base of 1,40,000 – which makes them the **market leader** in the postpaid connection sector of the telecom industry.



The Reasons For Not Setting Up Broad-Scale Telesales Like Banglalink

The only reason for not getting the successful amount of sufficient data on the telesales activities are the **high confidentiality** maintained by other companies like **GP , Robi & Airtel**. During the pursuit of finding the appropriate data on telesales , **I have faced difficulties to get proper info about Telesales in other companies.**

My department head, **Mr. A. N. M. Atiqur Rahman** , helped me all along the way to identify the reasons for not setting up telesales by other companies.

- **Risk** : The first & foremost reason is risk. Banglalink started this activity right from the beginning of their postpaid sim announcement . If a company like GP & Robi & Airtel wants to start such activities , they have to start it from the scratch . The market isn't the same compared to 2006. The market is very much set and kind of limited from now on. So the risk of being a failure is always there.
- **Investment** : Telesales requires great deal of investment in terms of manpower , system upgrade & so on. It is really tough for the companies like Robi & Airtel , who have relatively newer owner to come and invest so much in infrastructure of telesales that is not being set up like Banglalink.
- **Expertise** : Banglalink has an expertise in **forming Telesales Caller Team**. While other have focused mainly on **Telemarketing** . The percentage of commission shown earlier always helps them to sustain an experienced telesales team. The team members all are full time employees in sense they get monthly salaries. Whereas , other operators focus on **pay-per-hour** system in their telemarketing activities.
- **Inequality of Market Share** : The basic rule is, when one has the money to invest, they leverage it in every possible sector. In telecom industries , the market share is not stable. GP is doing great in their prepaid connection sales as well as corporate sales . So they are generally focusing to this particular niche of the market. Whereas, Banglalink is the market leader of this niche. Robi & Airtel both are striving to achieve the necessary percentage of market share in other main sectors so that someday they can start up this



particular activity . So, inequality of market share is another reason for setting up telesales in other companies.



Telesales Success Story : The Banglalink Way

17.Recommendations

As Banglalink is one of the reputed companies in Bangladesh, there are very little to recommend about their products and services. Banglalink has very low call rate and their connection price is also very low. But customer likes to buy their postpaid sim because they can get it from their home. So I think they can start home delivery system for some of their prepaid sim also. If they do some attention to their network system I think they can get more customers. Another thing is most of the customer get information about it from TV ad, they should give more billboard ad Because billboard is now a popular media part. Some recommendations given below

- Should make strong their network system
- Callers should have more convening power.
- Should more careful about customers privacy
- Deposit money should be low
- Should give any special gift to their high users.
- Attractive promotional items are necessary to satisfy the corporate clients as telesales is only focusing on Personal Packages.
- Network facilities should be wide.
- They should develop new competitive packages for the corporate customers.
- Increase the value added services
- Should be monitor the existing customer and provide better service.
- The complexity of the GPRS facility should be reduced
- BANGLALINK GSM should have enough part timers to reduce the pressure of the full time employees.
- BANGLALINK GSM should maintain a fully structured human resource department.
- Space in office for the employees should be wide.
- Though the job security is high , but they should hire more permanent employees instead of contractual.
- Focus more on Market Data and drive marketing programs according to that.

[Source : Informal Opinion Survey From Telesales Department , May-August 2013]

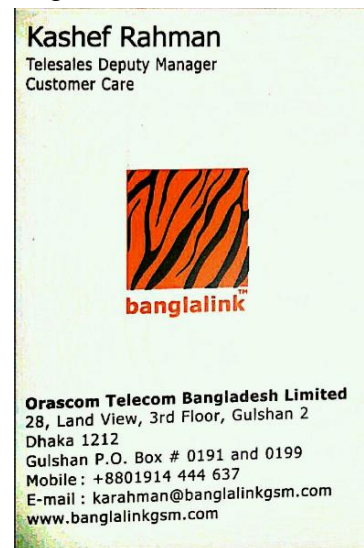


18.Conclusion.

After analysis the whole report I can conclude that as the aspiration statement Banglalink as a novice cellular company has improved its condition within a very short time. It was done because of the right and proper marketing policy of the company. The marketing plan of the company has proven right for the organization because it's spreading its business gradually.

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- Kashef Rahman , Telesales Manager